

## **BAB V**

### **PENUTUP**

#### **5.1 Kesimpulan**

##### **5.1.1 Kesimpulan Deskriptif**

1. Pengelompokan responden dari jenis kelamin didominasi oleh responden pada produk Nature Republic adalah perempuan sebesar 216 dengan presentasi 88,52%, produk The Face Shop adalah perempuan sebesar 185 dengan presentasi 91,13%, produk The Saem adalah perempuan sebesar 135 dengan presentasi 87,10%.
2. Berdasarkan pada pengelompokan tingkat responden pada produk Nature Republic didominasi umur  $\geq 20$  tahun oleh 173 responden dengan presentasi 85,22%, produk The Face Shop usia  $\geq 20$  tahun didominasi oleh 193 responden dengan presentasi 95,08%, produk The Saem usia  $\geq 20$  tahun didominasi oleh 141 responden dengan presentasi 90,97%.
3. Data responden dalam penelitian pada produk Nature Republic didominasi oleh konsumen yang memiliki uang saku  $\geq \text{Rp.2.000.000}$  setiap bulan sebesar 168 dengan presentasi 68,86%, produk The Face shop didominasi oleh konsumen yang memiliki uang saku  $\geq \text{Rp.2.000.000}$  setiap bulan sebesar 159 dengan presentasi 77,94%, produk The Saem didominasi oleh konsumen yang memiliki uang saku  $\geq \text{Rp.2.000.000}$  setiap bulan sebesar 140 dengan presentasi 90,32%.

### 5.1.2 Kesimpulan Hipotesis

Berdasarkan analisis dan kesimpulan yang telah dilakukan, maka dapat di tarik kesimpulan sebagai berikut:

1. Identitas merek feminin dari toko-toko kosmetik merek dari Korea memiliki pengaruh positif pada pengalaman merek (H1 didukung). Hal itu berarti bahwa konsumen mengalami pengalaman identitas feminin dari merek melalui logo toko, warna, interior, tampilan, nama merek, tanda, eksterior, dan elemen visual dan verbal.
2. Merek toko-toko kosmetik merek dari Korea identitas ramah lingkungan pengaruh positif terhadap pengalaman merek ( H2 didukung). Tetapi, penelitian ini tidak sejalan dengan penelitian sebelumnya.
3. Tingkat produk ikonik toko kosmetik merek dari Korea berpengaruh positif pada pengalaman merek (H3 didukung). Hal ini menunjukkan bahwa lewat promosi menarik dapat meningkatkan selera konsumen. Untuk meningkatkan kualitas dan desain produk dengan merefleksikan tren terbaru, memberikan nilai social, psikologis, budaya, elemen artistik, dalam rangka untuk membedakan diri dari para pesaing.
4. Tingkat penjualan tetap sebuah produk toko kosmetik merek dari Korea berpengaruh positif pada pengalaman merek (H4 didukung). Hal ini menunjukkan bahwa desain dan kualitas produk dapat menarik niat beli

konsumen. Untuk meningkatkan lebih meningkatkan kepercayaan dan *loyalitas* konsumen.

5. Harga yang wajar di toko kosmetik merek dari Korea berpengaruh positif pada pengalaman merek (H5 didukung). Tetapi, penelitian ini tidak sejalan dengan penelitian
6. Lokasi yang nyaman di toko kosmetik merek dari Korea berpengaruh terhadap pengalaman merek (H6 didukung). Hal ini menunjukkan bahwa dalam rangka memberikan pengalaman merek yang maksimal, lokasi yang tepat dari sebuah toko merupakan hal penting karena konsumen tidak punya banyak waktu luang pada saat itu dalam gaya hidup cepat. Dengan demikian, dalam pemilihan pembukaan toko perusahaan perlu memilih lokasi yang strategis agar mudah ditemukan oleh konsumen.
7. Penataan produk kosmetik toko merek dari Korea berpengaruh positif terhadap pengalaman merek (H7 didukung). Memudahkan konsumen dalam mencari produk dan mendapatkan promo memberikan kepuasan tersendiri bagi konsumen.
8. Atmosfir toko kosmetik merek dari Korea memiliki pengaruh positif terhadap pengalaman merek (H8 didukung). Suasana toko seperti suhu, lampu, musik, dekorasi dan elemen lainnya memberikan pengalaman positif pada konsumen.
9. Ketersediaan *tester* kosmetik pada toko kosmetik merek dari Korea berpengaruh positif terhadap pengalaman merek (H9 didukung). Toko

kosmetik yang memberikan kesempatan bagi konsumen dalam mencoba produk menciptakan pengalaman positif.

10. Kemahiran konsultan di toko kosmetik merek dari Korea berpengaruh positif terhadap pengalaman merek (H10 didukung). Hal ini menunjukkan bahwa layanan yang ramah dan karyawan yang langsung melayani konsumen, memiliki pengaruh signifikan terhadap keseluruhan pengalaman merek konsumen dari toko merek kosmetik. Konsultan juga harus terlatih dengan baik dalam komunikasi karena mereka harus memberikan pelayanan dengan cara yang mudah dan nyaman.

### **5.1.3 Kesimpulan *Independen Sampel T-test***

Berdasarkan hasil *Independen Sampel T-test* jenis kelamin yang sudah dilakukan dalam penelitian ini diperoleh bahwa pada produk nature republic terdapat ada perbedaan persepsi responden terkait dengan identitas merek feminin, lokasi yang nyaman dan atmosfir toko. Sedangkan tidak ada perbedaan identitas merek ramah lingkungan, tingkat produk iconic, tingkat penjualan tetap sebuah produk, kewajaran harga, penataan produk, ketersediaan *tester*, kemahiran konsultan. Tetapi, pada produk the face shop dan the saem tidak ada perbedaan.

Pada *Independen Sample T Test* usia yang sudah dilakukan dalam penelitian ini diperoleh bahwa pada produk nature republic terdapat ada perbedaan persepsi responden terkait dengan identitas merek ramah lingkungan, tingkat produk iconic, kewajaran harga, penataan produk, lokasi yang nyaman, atmosfir toko, ketersediaan *tester*, kemahiran



konsultan. Sedangkan tidak ada perbedaan pada identitas merek feminin, tingkat penjualan tetap sebuah produk, kewajaran harga. Pada produk The Face Shop terdapat ada perbedaan persepsi responden terkait dengan identitas merek feminin, identitas merek ramah lingkungan, tingkat produk iconic, tingkat penjualan tetap sebuah produk, kewajaran harga, lokasi yang nyaman, penataan produk, ketersediaan *tester*, kemahiran konsultan. Sedangkan, yang tidak ada perbedaan terdapat pada atmosfer toko.

Pada *Independent Sample T Test* usia yang sudah dilakukan dalam penelitian ini diperoleh bahwa pada produk nature republic terdapat ada perbedaan persepsi responden terkait dengan identitas merek feminin, identitas merek ramah lingkungan, tingkat produk iconic, tingkat penjualan tetap sebuah produk, lokasi yang nyaman, penataan produk, kemahiran konsultan. Sedangkan, tidak ada perbedaan persepsi pada kewajaran harga, ketersediaan *tester*.

Pada *Independent Sample T Test* uang saku yang sudah dilakukan dalam penelitian ini diperoleh bahwa produk nature republic dan face shop pada semua variabel terdapat perbedaan. Pada produk The Saem hasil uji uang saku terdapat perbedaan pada identitas merek feminin, identitas merek ramah lingkungan, tingkat produk ikonik, tingkat penjualan tetap sebuah produk, kewajaran harga, penataan produk, ketersediaan *tester*, kemahiran konsultan. Sedangkan, tidak ada perbedaan persepsi pada lokasi yang nyaman, atmosfer toko.

## 5.2 Implikasi Manajerial

Implikasi manajerial ini diharapkan dapat bermanfaat bagi pihak-pihak yang berkepentingan terutama bagi perusahaan. Hasil penelitian ini menunjukkan bahwa:

### **Merek Nature Republik**

Tingkat penjualan tetap memiliki pengaruh besar terhadap pengalaman konsumen dalam bentuk produk dan kualitas dapat menyebabkan konsumen untuk pengalaman merek yang positif sebagai produsen menyediakan yang mencakup desain produk, kemasan, penataan produk, promosi dan karakteristik yang sesuai keinginan konsumen. Yang dapat menjadi tolak ukur bagi manajer dari *trend* yang ada. Ada pun tingkat ikonik berpengaruh dari produk yang dihasilkan dapat membuat konsumen merasa puas memberikan efek positif terhadap nilai produk. Melalui pemasaran dan promosi membuat konsumen tertarik untuk mencoba produk. Dari produk dan kualitas terdapat identitas ramah lingkungan memiliki pengaruh besar seperti *image* seperti bahan yang terkandung dalam produk yang diberikan meningkatkan niat konsumen untuk menggunakan produk.

Sedangkan hasil variabel yang kurang berpengaruh terhadap pengalaman merek seperti ketersediaan tester produk kosmetik langsung digunakan pada tubuh sehingga perusahaan perlu memperhatikan kenyamanan konsumen dalam kebersihan alat atau produk pada toko. Lokasi yang nyaman mempengaruhi letak yang strategis bagaimana saat ini serba cepat dan praktis untuk memudahkan konsumen. Dan atmosfer toko dipengaruhi karena konsumen dapat merasa puas dan munculnya niat

konsumen untuk berkunjung ke toko sehingga perusahaan lebih menaruh perhatian untuk kenyamanan konsumen.

### **Merek The Face Shop**

Begitu pun pada produk The Face Shop memiliki pengaruh yang besar dari tingkat penjualan tetap, tingkat produk ikonik dan identitas merek ramah lingkungan maupun identitas merek feminim memiliki banyak pengaruh. Apa yang diinginkan konsumen dapat diberikan perusahaan yang dapat menambah pengaruh positif terhadap perusahaan.

Sedangkan terdapat variabel yang harus diperhatikan untuk meningkatkan pengalaman merek seperti lokasi yang nyaman seperti yang diketahui letak toko jauh dari keramaian memungkinkan konsumen kurang niat untuk berkunjung. Karena kurang nyamannya konsumen sehingga tidak menikmati atmosfer pada toko dan karena kurang adanya niat konsumen untuk berkunjung membuat konsumen kurang memperhatikan penataan pada toko maka perusahaan sebaiknya lebih meningkatkan promosi untuk menarik perhatian konsumen.

### **Merek The Saem**

Pengalaman yang diterima konsumen sangat berpengaruh positif dari hasil penyediaan perusahaan dari citra merek dari identitas feminim dan identitas ramah lingkungan seperti pula tingkat produk ikonik dan penjualan tetap perusahaan. Memiliki pengaruh baik dari produk, kualitas dan ciri khas perusahaan mendorong keinginan konsumen dalam menggunakan produk.

Sedangkan pada hasil penelitian ini terdapat variabel yang kurang mendukung pengalaman seperti atmosfir toko seperti yang diketahui letak The Saem bergabung pada departemen store Centro sehingga konsumen kurang merasakan khas dari atmosfir toko. Terdapat pula penataan kurang memberikan pengaruh seperti yang diketahui ruang yang terbatas sehingga konsumen tidak nyaman dalam pembelian karena keterbatasan produk.

### **5.3 Keterbatasan Penelitian**

Pada penelitian ini penulis menyadari adanya keterbatasan saat melakukan penelitian. Beberapa keterbatasan dalam penelitian ini antaranya adalah sebagai berikut:

1. Kelemahan dalam menggunakan regresi sederhana dimana kontribusi dari variabel lain tidak bisa dilihat.
2. Penelitian ini terbatas pada orang-orang terdekat yang bisa dijangkau, sehingga mungkin hasil penelitian ini belum bisa digunakan untuk menggeneralisasi konsumen secara keseluruhan.
3. Responden memiliki pandangan yang berbeda pada setiap merek kosmetik.

## **5.4 Saran**

Saran yang bisa di sampaikan dalam penelittian ini:

1. Lebih mengenali kebutuhan konsumen seperti di Indonesia untuk menyesuaikan seperti apa yang menarik perhatian konsumen untuk datang berkunjung ke toko kosmetik.
2. Bagi penelittian selanjutnya, karena pada penelitian ini dikhususkan mahasiswa, maka di sarankan penelittian selanjutnya dengan responden secara umum.

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## Lampiran 1 Kuesioner

Berikan tanda centang (✓) pada jawaban:

### 1. Jenis Kelamin

- ☐ Laki- laki
- ☐ Perempuan

### 2. Usia

- ☐ <20 tahun
- ☐ ≥ 20 tahun

### 3. Pendapatan / Uang Saku Per Bulan

- ☐ < Rp. 2.000.000
- ☐ ≥ Rp.2.000.000

### 4. Pernahkah anda datang ke toko untuk membeli produk ?

YA / TIDAK

- ☐ Nature Republic
- ☐ The Face Shop
- ☐ The Saem

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

### 5. Produk yang pernah anda beli?

- ☐ Nature Republic
- ☐ The Face Shop
- ☐ The Saem

### 6. Produk yang pernah anda pakai?

- ☐ Nature Republic
- ☐ The Face Shop
- ☐ The Saem

**Keterangan:** STS = Sangat Tidak Setuju, TS = Tidak Setuju, N = Netral, S = Setuju, SS = Sangat Setuju

Pengalaman Merek Kosmetik Merek Toko		STS	TS	N	S	SS
1.	(Nature Republic, Face Shop, The Saem) memberikan kesan yang kuat bagi saya.					
2.	(Nature Republic, Face Shop, The Saem) menarik perhatian saya.					
3.	(Nature Republic, Face Shop, The Saem) membangkitkan niat saya (untuk melakukan aksi).					
4.	Saya merasakan emosi yang spesial pada (Nature Republic, Face Shop, The Saem).					
5.	Saya merasa suka/bahagia pada (Nature Republic, Face Shop, The Saem).					
6.	Saya merasa puas pada (Nature Republic, Face Shop, The Saem).					
7.	(Nature Republic, Face Shop, The Saem) membuat saya memikirkan banyak hal.					
8.	Nature Republic, Face Shop, The Saem) memancing rasa ingin tahu saya.					
9.	Saya memiliki fakta- fakta khusus tentang (Nature Republic, Face Shop, The Saem).					
10.	Saya memiliki pemikiran khusus tentang (Nature Republic, Face Shop, The Saem).					
11.	(Nature Republic, Face Shop, The Saem) mempengaruhi tindakan saya.					

12.	Saya aktif mengikuti event tentang (Nature Republic, Face Shop, The Saem).					
<b>I. Identitas Merek Feminim</b>		<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
1.	Warna pada (Nature Republic, Face Shop, The Saem) mengingatkan saya pada citra feminim.					
2.	Tekstur pada produk (Nature Republic, Face Shop, The Saem) mengingatkan saya pada citra feminim.					
3.	Huruf pada (Nature Republic, Face Shop, The Saem) mengingatkan saya pada citra feminim.					
4.	Nama merek pada (Nature Republic, Face Shop, The Saem) mengingatkan saya pada citra feminim.					
5.	Menurut saya, logo (Nature Republic, Face Shop, The Saem) telah mewakili citra feminim.					
6.	Menurut saya, slogan (Nature Republic, Face Shop, The Saem) telah menunjukkan citra feminim.					
7.	Menurut saya, interior (Nature Republic, Face Shop, The Saem) telah mengekspresikan citra feminim.					
8.	Menurut saya, pajangan (Nature Republic, Face Shop, The Saem) telah mengekspresikan citra feminim.					
<b>II. Identitas Merek Ramah Lingkungan</b>		<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>

1.	Warna pada (Nature Republic, Face Shop, The Saem) mengingatkan saya pada citra ramah lingkungan.					
2.	Tekstur pada produk (Nature Republic, Face Shop, The Saem) mengingatkan saya pada citra ramah lingkungan.					
3.	Huruf pada (Nature Republic, Face Shop, The Saem) mengingatkan saya pada citra ramah lingkungan.					
4.	Nama merek pada (Nature Republic, Face Shop, The Saem) mengingatkan saya pada citra ramah lingkungan.					
5.	Menurut saya, logo (Nature Republic, Face Shop, The Saem) telah mewakili citra ramah lingkungan.					
6.	Menurut saya, slogan (Nature Republic, Face Shop, The Saem) telah menunjukkan citra ramah lingkungan.					
7.	Menurut saya, interior (Nature Republic, Face Shop, The Saem) telah mengekspresikan citra ramah lingkungan.					
8.	Menurut saya, pajangan (Nature Republic, Face Shop, The Saem) telah mengekspresikan citra ramah lingkungan.					
<b>III. Tingkat Produk Ikonik</b>		<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
1.	(Nature Republic, Face Shop, The Saem) memasok produk-produk unggulan dalam kosmetik.					
2.	(Nature Republic, Face Shop, The Saem) memasok produk-produk unggulan secara fungsional dibandingkan/sesuai dengan harga.					

3.	(Nature Republic, Face Shop, The Saem) memasok produk-produk dengan desain unggulan.					
4.	(Nature Republic, Face Shop, The Saem) memasok produk-produk dengan packing unggulan.					
5.	(Nature Republic, Face Shop, The Saem) memasok produk-produk unggulan dalam kosmetik.					
<b>IV. Tingkat Produk Penjual Tetap</b>		<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
1.	(Nature Republic, Face Shop, The Saem) memasok produk-produk yang stabil disesuaikan dengan harga.					
2.	(Nature Republic, Face Shop, The Saem) memasok produk-produk yang stabil dengan berbagai kapasitas.					
3.	(Nature Republic, Face Shop, The Saem) memasok produk-produk yang stabil dengan desain yang terus ditingkatkan.					
4.	(Nature Republic, Face Shop, The Saem) memasok produk-produk yang stabil dengan fungsi yang terus ditingkatkan.					
5.	(Nature Republic, Face Shop, The Saem) memasok produk-produk yang stabil dengan kualitas yang terus ditingkatkan.					
<b>V. Kewajaran Harga</b>		<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
1.	Harga dari (Nature Republic, Face Shop, The Saem) masuk akal.					
2.	(Nature Republic, Face Shop, The Saem) memasok harga yang ideal untuk pembelian produk.					

3.	Harga dari (Nature Republic, Face Shop, The Saem) ekonomis.					
4.	Harga dari (Nature Republic, Face Shop, The Saem) masuk akal.					
<b>VI. Kenyamanan Lokasi Toko</b>		<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
1.	(Nature Republic, Face Shop, The Saem) terletak di kawasan bisnis utama.					
2.	(Nature Republic, Face Shop, The Saem) terletak di kawasan nyaman untuk dikunjungi.					
3.	Toko (Nature Republic, Face Shop, The Saem) terletak di kawasan yang mudah untuk ditemukan.					
4.	(Nature Republic, Face Shop, The Saem) terletak di kawasan bisnis utama.					
<b>VII. Penataan Produk</b>		<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
1.	(Nature Republic, Face Shop, The Saem) memiliki penataan/ penyusunan produk yang efisiensi.					
2.	Pajangan produk di (Nature Republic, Face Shop, The Saem) mempermudah konsumen untuk mencari produk.					
3.	Kustomer dapat dengan mudah menggunakan produk dalam (Nature Republic, Face Shop, The Saem).					
<b>VII. Atmosfir Toko</b>		<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
1.	Suhu toko (Nature Republic, Face Shop, The Saem) nyaman.					

2.	Pencahayaan toko (Nature Republic, Face Shop, The Saem) terang.					
3.	Udara di toko (Nature Republic, Face Shop, The Saem) segar.					
4.	Suara musik di toko (Nature Republic, Face Shop, The Saem) nyaman.					
5.	(Nature Republic, Face Shop, The Saem) tidak sesak/sempit.					
<b>VIII. Ketersediaan Tester</b>		<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
1.	Pelanggan dapat langsung mencoba (Nature Republic, Face Shop, The Saem)					
2.	Pelanggan dapat langsung mencoba make-up seperti mascara, shadow, brush, lip, dan eyeliner di dalam toko (Nature Republic, Face Shop, The Saem).					
3.	(Nature Republic, Face Shop, The Saem) menyediakan informasi bahwa pelanggan dapat mencoba produk-produknya.					
4.	(Nature Republic, Face Shop, The Saem) memiliki beragam produk yang dapat digunakan.					

<b>IX. Kecakapan Konsultan</b>		<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
1.	Konsultan (Nature Republic, Face Shop, The Saem) menjelaskan dengan cermat karakteristik produk.					
2.	Konsultan (Nature Republic, Face Shop, The Saem) menjelaskan dengan cermat efisiensi barang/produk.					
3.	Konsultan (Nature Republic, Face Shop, The Saem) menjelaskan dengan cermat mengenai informasi tentang trend make-up.					
4.	Konsultan (Nature Republic, Face Shop, The Saem) menjelaskan dengan cermat cara perawatan kulit.					
5.	Konsultan (Nature Republic, Face Shop, The Saem) memiliki pengetahuan yang banyak mengenai produk-produknya.					

**Lampiran 2 Jawaban Kuesioner Produk Nature Republik**

Jenis Kelamin	Usia	Pendapatan / Uang Saku Per Bulan	Produk yang pernah dibeli	Produk yang pernah dipakai	BE1	BE2	BE3	BE4	BE5	BE6	BE7	BE8	BE9	BE10	BE11	BE12	IMF1	IMF2	IMF3	IMF4	IMF6	IMF7	IMF8	IMRL1	IMRL2	IMRL3	IMRL4	IMRL5	IMRL6	IMRL7	IMRL8
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic,Fa ce Shop, The Saem	5	4	5	5	5	4	4	5	4	5	4	5	5	4	4	5	5	4	5	4	5	4	5	5	4	4	5
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic,Fa ce Shop, The Saem	Nature Republic,Fa ce Shop, The Saem	5	4	3	4	5	4	5	4	3	4	4	5	4	5	3	5	5	4	5	5	4	3	4	5	4	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic,Fa ce Shop, The Saem	5	4	5	4	5	4	5	4	5	4	4	5	5	4	5	4	4	5	4	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic,Fa ce Shop, The Saem	5	4	4	5	4	5	4	5	4	5	4	5	5	4	5		5	5	4	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic,Fa ce Shop, The Saem	5	4	5	4	5	4	5	5	4	4	4	4	5	5	4	5	5	5	5	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic,Fa ce Shop, The Saem	Nature Republic,Fa ce Shop, The Saem	5	4	5	4	5	4	4	5	4	5	5	4	5	4	5	4	4	4	5	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic,Fa ce Shop, The Saem	Nature Republic,Fa ce Shop, The Saem	5	4	5	4	5	4	5	4	5	4	4	5	5	4	5	4	4	4	5	4	5	4	5	4	5	4	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic,Fa ce Shop, The Saem	Nature Republic,Fa ce Shop, The Saem	5	4	5	4	5	4	4	5	4	5	4	5	5	4	4	5	4	4	5	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic,Fa ce Shop, The Saem	Nature Republic,Fa ce Shop, The Saem	5	4	5	4	5	4	4	5	4	5	4	5	5	4	4	5	4	4	5	5	5	4	4	5	5	4	5
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic, The Saem	4	4	3	3	4	4	2	2	3	2	2	1	2	3	3	3	3	4	4	4	3	3	3	3	3	3	3

TP11	TP12	TP13	TP14	TPPT1	TPPT2	TPPT3	TPPT4	TPPT5	KH1	KH2	KH3	KH4	KLT1	KLT2	KLT3	PP1	PP2	PP3	AT1	AT2	AT3	AT4	AT5	KT1	KT2	KT3	KT4	KK1	KK2	KK3	KK4	KK5
5	5	4	4	4	4	5	5	4	5	4	5	5	4	4	5	5	4	5	4	5	4	5	5	5	4	5	4	5	4	5	5	4
4	5	4	5	5	4	3	4	5	4	4	3	4	4	3	5	5	4	5	4	5	5	4	5	5	4	5	4	4	5	4	5	5
4	5	4	5	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4
4	5	4	5	5	4	5	4	5	4	5	4	5	4	5	4	4	4	5	5	4	5	4	5	4	5	4	5	5	4	5	4	5
5	4	5	5	4	4	5	4	5	5	4	4	5	4	4	5	5	4	5	4	5	5	4	5	5	4	5	5	4	4	5	4	5
5	4	5	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4
4	5	4	5	4	4	5	4	5	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4
5	4	5	5	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	4	4	5	5	4	5	4	5	5	4
2	3	3	3	3	3	3	3	3	4	4	3	3	4	4	4	4	4	3	4	4	4	4	4	3	3	3	3	3	3	3	3	3

P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Fafe Shop, The Saem	Nature Republic, The Saem	5	4	3	3	4	5	4	4	5	4	5	4	5	4	3	4	4	3	4	4	5	4	4	5	4	3	4
L	≥ 20 tahun	<Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop, The Saem	4	3	5	4	4	4	2	3	2	3	4	1	3	3	3	3	4	5	4	4	4	4	4	4	4	4	4
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	5	4	4	5	4	5	4	4	5	3	4	3	4	4	4	5	4	3	4	5	5	4
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	5	4	4	5	4	5	4	5	4	5	4	5	4	3	3	5	4	4	4	5	4	5	3
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop, The Saem	4	5	4	4	4	4	4	5	4	4	4	5	5	4	4	5	5	4	4	4	5	4	4	5	4	5	4
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	3	3	3	2	3	2	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	4	4	5	5	4	5	4	5	5	4	4	5	4	5	3	4	4	4	5	4	4	5	5	4	4
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	5	4	5	4	4	5	5	4	5	4	4	5	4	4	5	4	5	4	5	4	5
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	5	3	5	4	3	4	4	5	5	4	3	4	4	4	4	5	4	3	4	5	4	4	5
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	5	4	4	4	4	3	5	4	5	4	5	4	4	5	4	3	5	4	3	4	5
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	3	4	5	4	4	5	5	5	4	5	4	4	4	5	4	5	4	3	4	5	4	4	5

5	4	4	5	3	4	5	4	3	4	3	4	5	5	4	4	5	4	4	4	5	4	4	5	5	5	4	4	4	5	4	5	5
5	4	5	4	5	4	4	5	4	4	5	4	5	5	4	5	4	5	5	5	5	4	4	5	4	5	4	5	5	4	5	4	5
4	5	4	5	5	4	5	4	5	4	5	4	5	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4
4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	5	4	5
4	5	4	5	5	4	5	4	5	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5
5	4	5	4	4	5	4	4	5	4	5	4	4	5	4	5	4	5	5	5	5	4	4	5	5	4	3	4	4	3	5	4	5
5	5	4	5	4	5	4	5	5	5	4	4	5	4	5	4	5	4	4	4	5	5	4	5	5	4	5	5	5	5	4	5	4
4	5	4	4	5	5	4	5	4	5	4	3	4	4	5	4	5	4	3	4	5	4	3	4	4	5	4	4	5	4	3	4	5
5	4	5	4	4	5	4	4	5	4	5	5	4	5	4	3	4	5	4	4	5	4	5	5	4	4	5	5	5	4	5	4	4
5	4	5	5	4	5	4	5	4	4	5	4	4	5	4	5	4	5	4	5	5	4	5	4	4	5	5	4	4	5	5	4	5
5	4	5	4	4	4	5	5	4	4	4	5	4	5	4	5	5	4	5	4	5	4	5	4	4	4	5	4	5	4	5	5	4
4	5	4	5	4	5	4	5	4	4	5	4	5	5	4	5	3	4	5	4	3	5	5	4	4	3	4	5	5	4	3	4	5
5	4	3	4	5	4	3	4	5	4	5	4	5	5	4	3	5	4	5	5	3	4	5	4	5	4	5	4	4	5	4	3	5



P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Fafe Shop, The Saem	Nature Republic, The Saem	5	4	3	3	4	5	4	4	5	4	5	4	5	4	3	4	4	3	4	4	5	4	4	5	4	3	4
L	≥ 20 tahun	<Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop, The Saem	4	3	5	4	4	4	2	3	2	3	4	1	3	3	3	3	4	5	4	4	4	4	4	4	4	4	4
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	5	4	4	5	4	5	4	4	5	3	4	3	4	4	4	5	4	3	4	5	5	4
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	5	4	4	5	4	5	4	5	4	5	4	5	4	3	3	5	4	4	4	5	4	5	3
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop, The Saem	4	5	4	4	4	4	4	5	4	4	4	5	5	4	4	5	5	4	4	4	5	4	4	5	4	5	4
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	3	3	3	2	3	2	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	4	4	5	5	4	5	4	5	5	4	4	5	4	5	3	4	4	4	5	4	4	5	5	4	4
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	5	4	5	4	4	5	5	4	5	4	4	5	4	4	5	4	5	4	5	4	5
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	5	3	5	4	3	4	4	5	5	4	3	4	4	4	4	5	4	3	4	5	4	4	5
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	5	4	4	4	4	3	5	4	5	4	5	4	4	5	4	3	5	4	3	4	5
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	3	4	5	4	4	5	5	5	4	5	4	4	4	5	4	5	4	3	4	5	4	4	5

4	3	4	5	4	5	4	5	4	4	5	4	3	5	4	3	4	5	4	5	4	3	4	5	4	5	4	5	4	3	4	
5	4	3	4	5	4	5	4	3	3	5	4	5	4	4	5	5	4	3	3	5	4	5	4	5	4	3	4	5	4	5	4
5	4	3	4	3	4	5	4	3	3	4	5	4	4	3	4	5	4	3	4	5	3	4	5	5	3	4	5	4	5	3	4
5	4	3	4	4	5	4	3	4	4	4	5	4	4	5	3	4	4	5	4	5	4	3	4	4	5	4	5	5	4	5	4
3	4	5	5	4	4	5	4	4	5	4	3	4	4	5	3	4	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4
4	3	4	5	4	5	4	5	5	4	5	4	5	4	3	4	5	3	4	4	5	4	3	4	4	4	5	4	4	5	4	5
4	5	5	4	4	3	4	5	5	5	4	5	4	5	4	5	4	5	4	4	5	5	4	5	5	4	3	4	5	4	5	4
5	4	3	4	4	5	4	5	4	3	5	4	5	4	5	3	4	3	4	4	3	4	5	5	5	4	3	4	5	4	3	4
4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	4	5	4	5	4	5	4	5	5	4	5	4	4	5	4	5
4	5	4	5	5	4	5	4	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	5	4	4	5	4	5	5	4
4	4	2	2	2	1	3	2	4	1	5	1	5	1	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
4	4	5	4	4	4	5	4	5	4	4	4	5	5	4	5	4	5	5	3	5	3	4	5	5	4	5	4	4	5	4	5
4	5	4	5	5	4	5	4	5	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4
3	3	3	3	3	3	3	3	3	3	3	2	2	3	4	2	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3

P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Fafe Shop, The Saem	Nature Republic, The Saem	5	4	3	3	4	5	4	4	5	4	5	4	5	4	3	4	4	3	4	4	5	4	4	5	4	3	4
L	≥ 20 tahun	<Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop, The Saem	4	3	5	4	4	4	2	3	2	3	4	1	3	3	3	3	4	5	4	4	4	4	4	4	4	4	4
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	5	4	4	5	4	5	4	4	5	3	4	3	4	4	4	5	4	3	4	5	5	4
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	5	4	4	5	4	5	4	5	4	5	4	5	4	3	3	5	4	4	4	5	4	5	3
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop, The Saem	4	5	4	4	4	4	4	5	4	4	4	5	5	4	4	5	5	4	4	4	5	4	4	5	4	5	4
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	3	3	3	2	3	2	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	4	4	5	5	4	5	4	5	5	4	4	5	4	5	3	4	4	4	5	4	4	5	5	4	4
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	5	4	5	4	4	5	5	4	5	4	4	5	4	4	5	4	5	4	5	4	5
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	5	3	5	4	3	4	4	5	5	4	3	4	4	4	4	5	4	3	4	5	4	4	5
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	5	4	4	4	4	3	5	4	5	4	5	4	4	5	4	3	5	4	3	4	5
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	3	4	5	4	4	5	5	5	4	5	4	4	4	5	4	5	4	3	4	5	4	4	5

5	4	5	4	5	4	5	4	5	5	4	5	4	5	4	5	5	4	5	5	4	3	4	5	5	4	5	5	5	4	4	5	5	
5	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5	5	4	4	5	4	5	5	5	5	4	5	4	5	4	5	5	4	
5	4	5	5	5	4	5	4	5	5	4	5	5	4	5	4	5	4	5	5	4	5	5	5	5	4	5	5	5	4	5	4	5	
3	4	5	4	5	4	3	4	5	5	4	3	4	5	4	3	5	4	3	5	4	3	4	5	4	5	3	4	4	4	4	5	3	4
4	3	4	5	4	3	4	5	4	4	3	4	5	5	4	3	4	3	4	4	3	4	5	4	5	4	5	4	4	5	4	5	4	
5	4	5	3	5	4	5	4	5	5	4	5	4	4	5	4	4	5	4	5	4	3	4	5	5	4	4	5	5	4	5	4	5	
4	3	4	5	5	4	5	4	5	4	5	4	5	5	4	3	4	3	4	5	3	4	5	4	5	4	3	5	5	4	5	4	5	
5	4	5	4	5	4	5	3	5	5	4	3	5	4	5	3	4	5	4	4	5	4	5	4	5	5	4	5	5	4	5	4	5	
4	5	5	4	5	4	5	5	4	3	4	5	4	4	5	4	4	5	4	5	4	5	4	5	5	4	5	5	4	5	5	4	4	

L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	5	4	5	4	5	4	4	5	4	4	5	5	4	4	5	4	4	5	4	4	5	5	4	5
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	5	3	5	4	3	4	4	5	5	4	3	4	5	5	4	5	4	5	5	4	5	3	4
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	4	5	4	4	3	5	4	5	4	5	4	5	4	5	3	4	4	5	4	5	4	4	5	4	4	5	4
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop, The Saem	4	4	4	4	4	4	4	4	4	4	4	3	4	4	3	4	4	4	4	3	3	3	3	3	3	3	3
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	5	4	5	5	4	4	5	4	5	5	4	5	5	5	5	4	5	4	5	4	5	4	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic,Face Shop	Nature Republic, Face Shop, The Saem	5	4	5	5	4	4	4	5	5	4	4	5	5	4	5	5	5	5	4	4	5	4	5	4	5	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	3	4	5	5	4	4	4	3	5	4	4	5	5	4	3	4	4	5	5	4	5	4	4	3	4	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	4	4	5	5	4	4	5	5	5	4	4	4	5	5	3	4	4	4	5	4	3	4	5	4	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	4	5	5	4	4	4	5	5	4	5	4	5	4	5	5	4	4	5	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	5	5	4	4	5	5	5	4	5	4	4	5	4	5	4	5	4	4	5	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	5	5	4	4	5	5	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	5	4	3	4	5	3	4	5	4	5	4	5	5	5	4	5	5	4	3	4	5	4	5	5

4	4	4	4	4	4	4	5	5	4	4	3	3	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4
4	4	4	5	4	4	4	4	4	4	4	3	4	4	4	4	5	5	5	5	5	5	4	4	2	2	4	3	2	2	2	2
3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	3	4	5	4	4	5	5	4	3	4	3	5	5	4	5	5	4	5	4	5	4	5	4	5	5	5	5	4	5	4	5
4	5	3	4	5	4	5	4	5	4	4	5	5	5	4	5	4	5	4	4	4	5	5	4	5	4	5	4	4	5	5	4
5	4	5	4	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	4	5	5	4	5	4	5	4	5	4	5
5	4	5	4	5	4	5	4	5	5	4	5	4	4	5	4	4	5	4	5	4	5	4	5	5	4	5	4	4	5	4	5
5	4	5	4	5	5	5	4	4	4	4	5	5	5	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5
5	4	5	4	4	5	4	5	4	5	4	5	4	4	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	5
4	5	4	5	5	4	5	4	5	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4
5	4	5	4	4	5	4	5	4	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5	4	5	4	5	5	4	5	4
5	4	5	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	5	4	5	4

P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	5	4	4	5	4	4	5	5	4	5	4	4	5	4	5	4	5	5	5	4	3	4	5	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	5	4	3	4	4	5	5	4	4	5	4	3	4	5	4	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	4	5	4	4	5	4	5	4	4	5	4	5	5	4	5	4	5	5	5	4	5	4	4	5	5	4	5
P	<20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	3	4	5	4	3	4
P	<20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	4	5	4	4	5	4	4	5	4	5	5	4	5	4	5	4	4	5	4	5	4	3	4	3	4	5	4
P	<20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	5	4	5	3	4	4	5	5	4	5	4	4	3	5	4	4	5	3	4	5	4	5	3	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic	Nature Republic, Face Shop, The Saem	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop, The Saem	4	4	3	3	3	4	3	3	3	3	3	1	3	3	3	3	3	3	3	4	4	4	4	3	3	3	3
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop, The Saem	5	5	5	4	5	4	5	5	4	5	4	2	1	1	1	1	1	1	1	5	5	5	5	5	5	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop, The Saem	5	4	3	3	4	5	4	5	4	5	5	4	4	5	4	5	5	5	4	5	5	4	5	4	5	4	4

5	4	4	5	3	4	5	4	3	4	3	4	5	5	4	4	5	4	4	4	5	4	4	5	5	5	4	4	4	5	4	5	5
5	4	5	4	5	4	4	5	4	4	5	4	5	5	4	5	4	5	5	5	5	4	4	5	4	5	4	5	5	4	5	4	5
4	5	4	5	5	4	5	4	5	4	5	4	5	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4
4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	5	4	5
4	5	4	5	5	4	5	4	5	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5
5	4	5	4	4	5	4	4	5	4	5	4	4	5	4	5	4	5	5	5	5	4	4	5	5	4	3	4	4	3	5	4	5
5	5	4	5	4	5	4	5	5	5	4	4	5	4	5	4	5	4	4	4	5	5	4	5	5	4	5	5	5	5	4	5	4
4	5	4	4	5	5	4	5	4	5	4	3	4	4	5	4	5	4	3	4	5	4	3	4	4	5	4	4	5	4	3	4	5
5	4	5	4	4	5	4	4	5	4	5	5	4	5	4	3	4	5	4	4	5	4	5	5	4	4	5	5	5	4	5	4	4
5	4	5	5	4	5	4	5	4	4	5	4	4	5	4	5	4	5	4	5	5	4	5	4	4	5	5	4	4	5	5	4	5



P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	5	5	5	5	5	3	4	4	3	3	2	2	2	2	3	3	2	3	4	4	5	4	4	4	3	3
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	2	4	4	2	3	3	2	4	3	2	3	5	2	2	2	2	2	4	3	5	3	4	4	4	4	3	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	4	5	5	4	5	5	3	4	3	4	4	3	4	4	4	4	4	5	5	5	5	5	5	5	4	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	4	4	4	3	3	4	3	3	3	3	2	2	2	4	2	5	3	4	4	4	4	3	3	3	3	4	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	3	4	4	3	4	4	3	4	3	3	4	2	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	4	5	4	5	4	5	4	5	4	5	5	4	4	5	4	4	5	5	5	4	4	5	5	4	4	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	4	3	4	4	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	5	4	5	4	5	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	4	4	4	4	5	4	4	5	4	5	5	4	5	4	4	5	5	4	4	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	4	5	4	5	4	5	5	4	5	4	3	4	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	5	4	5	4	5	4	5	5	4	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5

4	4	4	4	4	4	4	5	5	4	4	3	3	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4		
4	4	4	5	4	4	4	4	4	4	4	3	4	4	4	4	5	5	5	5	5	5	4	4	2	2	4	3	2	2	2	2		
3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
4	3	4	5	4	4	5	5	4	3	4	3	5	5	4	5	5	4	5	4	5	4	5	4	5	5	5	5	4	5	4	5	4	
4	5	3	4	5	4	5	4	5	4	4	5	5	5	4	5	4	5	4	4	4	5	5	4	5	4	5	4	4	5	5	5	4	
5	4	5	4	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	4	5	5	4	5	4	5	4	5	4	5	4	
5	4	5	4	5	4	5	4	5	5	4	5	4	4	5	4	4	5	4	5	4	5	4	5	5	4	5	4	4	5	4	5	4	
5	4	5	4	5	5	5	4	4	4	4	5	5	5	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	
5	4	5	4	4	5	4	5	4	5	4	5	4	4	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	
4	5	4	5	5	4	5	4	5	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5	
5	4	5	4	4	5	4	5	4	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5	4	5	4	5	5	4	5	4	5	
5	4	5	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	5	4	5	4	5	
4	4	5	5	4	4	5	5	4	5	4	5	4	5	5	5	5	5	4	4	5	5	4	4	5	5	4	3	4	3	4	5	4	3

P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	5	4	5	4	4	5	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	3	4	5	4	5	4	5	5	4	4	5	4	5	5	4	5	5	4	5	4	5	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	3	4	5	4	5	4	5	5	4	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	4	4	5	4	5	5	4	4	4	5	4	5	4	5	5	4	5	4	4	5	5	4	4	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	3	4	5	4	5	4	4	5	5	4	5	4	4	5	4	4	5	5	4	4	5	5	4	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	5	4	5	4	4	5	5	4	5	4	4	5	4	4	4	5	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	4	5	5	4	4	5	5	4	4	5	4	5	5	4	5	5	4	5	4	5	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	5	4	5	4	4	5	5	4	5	4	4	5	4	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	4	5	4	5	5	4	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	3	5	4	5	4	3	4	5	3	4	4	5	5	4	4	5	4	3	4	5	4	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	5	4	3	4	5	4	5	4	4	3	4	5	5	5	5	4	5	5	4	5	4	5	4

4	4	4	4	4	3	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	2	2	3	3	3	3	3	3	4	4
4	4	3	3	3	3	3	3	4	4	3	4	4	4	4	3	3	3	3	3	3	3	3	2	2	2	3	3	3	3	3	3	4
3	3	3	3	3	3	3	3	3	3	2	2	2	3	3	3	4	3	4	4	4	3	3	3	3	3	3	3	3	4	4	4	3
2	4	5	2	3	3	4	4	2	2	2	2	3	4	4	3	3	4	4	4	4	4	3	2	3	3	4	2	2	3	2	3	2
4	3	5	3	3	4	4	4	4	4	4	5	4	4	3	4	4	5	5	5	5	5	5	3	4	4	3	4	4	4	4	4	4
4	4	3	4	3	3	4	4	4	4	4	4	3	3	2	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	5	4
2	2	5	3	3	4	2	2	4	4	4	3	3	3	3	2	3	3	4	4	4	4	4	3	3	3	3	3	3	2	4	2	2
4	4	5	3	3	4	5	5	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4
4	4	2	4	4	4	2	2	4	4	4	2	4	4	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4
4	4	4	3	3	3	3	3	4	4	3	4	3	3	3	3	3	3	4	4	4	4	3	3	3	3	3	3	3	3	3	3	4
4	4	5	4	4	4	4	4	5	4	4	4	3	4	3	3	5	4	5	5	5	5	5	3	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	2	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4
4	5	4	4	4	3	4	4	3	4	3	4	4	4	4	4	3	3	3	3	3	4	4	4	3	4	3	4	3	3	4	4	4

P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	5	4	4	3	4	5	5	4	4	5	4	3	5	4	5	4	5	4	5	4	5	5	
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	5	3	4	5	4	3	4	5	5	4	5	5	5	4	4	4	5	5	4	4	5	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	5	3	4	5	4	5	4	5	5	4	5	4	5	5	5	4	5	5	4	5	4	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	5	4	5	5	4	5	5	4	5	5	5	4	5	5	4	5	4	5	4	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	3	5	4	5	5	4	5	4	5	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	4	5	4	4	5	3	5	4	3	4	5	4	3	4	5	4	4	4	5	5	4	3	4	5	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	5	4	3	3	4	5	4	4	5	5	4	3	4	4	4	5	5	4	5	4	3	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	3	4	5	4	5	5	4	5	4	4	5	5	4	5	4	5	4	5	4	5	4	3	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	5	5	5	5	4	3	4	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	5	4	3	4	5	4	3	4	3	5	4	4	5	4	5	5	5	4	5	5	4	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	3	4	5	3	5	3	4	3	4	4	3	3	4	4	5	4	4	5	4	5	5	4	3	4

5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4	4	5	4	5	4	5	4	5	4	5
5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	5	5	5	5	5	5	5	5	5	5	4
4	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	5	4	3	3	3	3	4	3	3	3	3	4	3	3	3	3	3
4	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	5	4	3	3	3	3	4	3	3	3	3	4	3	3	3	3	3
3	3	4	4	4	4	3	3	3	3	3	4	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4
3	4	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	2	4	5	4	4	4	4	4	4	3	4	4	3	4	3	4
3	4	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	2	4	5	4	4	4	4	4	4	3	4	4	3	4	3	4
2	3	3	3	3	3	3	3	2	3	2	4	3	4	3	3	3	3	3	5	3	3	3	3	3	3	3	3	3	2	3	3	3
4	2	2	4	2	2	1	2	4	5	4	3	5	4	4	4	4	2	2	1	3	5	4	4	2	4	4	5	4	2	2	4	2
4	4	4	4	3	3	3	3	3	4	3	3	3	4	4	4	4	4	4	3	3	3	3	4	4	4	4	4	4	4	4	4	3
5	5	5	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5	5	5	4	4	4	5	4	5	4	5	5	5	5	4

P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	5	4	3	4	3	4	5	5	4	4	3	4	5	3	4	4	4	3	4	5	3	4	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	4	3	4	4	5	4	4	5	4	5	4	5	5	4	5	4	4	5	4	4	5	3	4	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	4	4	5	4	5	4	4	3	4	5	5	3	4	5	4	5	5	5	4	3	4	5	4	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	5	4	5	5	4	3	4	4	5	5	4	5	4	4	5	5	5	4	5	4	5	5	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	4	3	4	5	4	5	5	4	5	5	4	3	5	4	3	4	5	4	5	5	4	5	5	4	5	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	5	4	5	4	5	5	4	5	4	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	3	4	5	4	5	3	4	5	4	5	4	5	5	4	3	4	4	5	5	5	4	3	4	5	3	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	5	4	4	5	4	4	5	4	5	3	4	5	4	5	3	5	4	4	3	5	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	4	3	5	5	3	4	5	4	5	3	4	3	3	5	4	5	5	4	5	3	5	3	4	5	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	3	4	4	5	4	5	4	3	4	4	5	3	4	5	4	5	4	5	3	4	4	5	4	3	4	5

4	5	4	4	5	5	4	4	4	5	4	4	3	5	5	5	5	5	5	5	5	4	4	5	3	4	5	5	3	4	4	4	4	
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3	4	4	3	3	3	4	3	4	4	4	3	4	2	3	4	4	4	4	3	4	4	3	3	2	3	4	3	3	3	3	3	3	
3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	5	5	5	5	5	5	5	5	5	5	5	3	3	3	3	3	
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3	4	4	4	4	3	4	4	4	4	3	3	4	4	4	4	3	3	4	4	4	4	3	3	3	3	3	3	3	3	3	3	4	4



P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	5	4	3	4	3	4	4	3	4	5	4	3	5	4	3	4	5	4	5	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	4	4	5	4	4	3	4	5	3	4	4	3	4	3	5	4	5	4	3	4	5	4	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	5	4	4	3	4	5	4	3	4	3	4	3	5	5	5	4	3	4	5	4	5	4	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	3	4	4	5	4	5	4	3	4	4	4	3	4	5	4	4	4	5	4	3	4	5	4	5	4	3
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	3	4	5	4	5	4	3	3	4	4	3	4	5	3	4	5	5	4	5	3	4	5	4	5
P	<20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	4	5	3	2	4	4	2	2	1	2	1	1	4	4	4	2	3	3	2	3	4	3	4	4	4	5	2
P	<20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	3	5	4	5	4	3	5	4	5	3	4	5	4	4	5	3	4	5	4	5	4	5	5
P	<20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	3	4	4	3	4	3	4	3	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5
P	<20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	5	4	5	5	4	5	4	3	4	5	4	3	4	4	5	3	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	5	4	5	4	5	4	5	4	4	5	4	5	5	4	5	5	4	5	4	5	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	5	4	5	5	5	4	4	5	5	4	4	5	5	4	4	5	5	4	5	5	5
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	3	2	3	2	2	3	2	1	2	4	2	2	2	2	2	3	2	2	4	3	3	3	3	2	3	3	2



4	5	4	4	5	5	4	4	4	5	4	4	3	5	5	5	5	5	5	5	5	4	4	5	3	4	5	5	3	4	4	4	4	
3	4	3	3	3	4	4	4	4	3	3	2	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	3	3	4	3	4	
3	4	4	3	3	3	4	3	4	4	4	3	4	2	3	4	4	4	4	3	4	4	3	3	2	3	4	3	3	3	3	3	3	
3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	5	5	5	5	5	5	5	5	5	5	5	3	3	3	3	3	
4	2	4	3	4	3	3	3	3	2	3	1	3	4	4	4	4	4	5	5	5	5	5	5	1	1	1	5	4	4	5	4	5	
3	3	3	3	3	3	3	3	3	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	2	2	4	4	4	4	4	4	4	
3	3	3	4	3	3	3	4	4	3	3	2	3	3	4	4	3	3	3	4	4	4	4	4	3	3	3	3	3	3	3	3	3	
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3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
3	4	4	4	4	3	4	4	4	4	3	3	4	4	4	4	3	3	4	4	4	4	3	3	3	3	3	3	3	3	3	3	4	4

L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	4	5	4	4	4	5	4	5	4	5	4	3	4	5	5	4	4	5	4	3	4	3	4	5	4	5	4
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	4	5	4	5	4	5	4	5	4	4	5	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	3	3	3	3	3	3	3	4	4	3	4	2	3	3	3	3	3	3	3	3	3	3	4	3	4	3	3
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	5	4	4	5	5	3	4	4	4	3	2	3	4	2	3	4	4	4	4	4	3	2	2	3	3	3
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	4	4	4	4	5	4	3	4	4	3	4	3	3	3	3	3	3	4	4	4	4	4	3	3	3	4	4
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	4	4	3	2	4	3	3	4	3	2	1	1	3	4	2	5	4	5	5	4	4	3	3	3	4	4	3
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	4	4	4	3	4	4	3	4	4	4	4	3	2	2	2	3	3	4	4	5	4	3	4	4	5	4	4
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	3	4	4	3	3	4	2	3	2	3	2	2	4	3	2	2	3	4	3	4	3	4	4	4	3	4	4
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	3	4	3	5	5	5	3	3	4	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	5	4	4	4	5	4	4	3	3	4	1	4	3	3	3	4	4	4	3	2	3	4	2	2	3	3
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	3	3	3	3	4	3	3	3	3	3	3	1	4	5	3	4	3	4	3	3	3	3	3	3	3	4	3
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	3	4	3	2	4	4	2	3	2	2	3	2	4	3	2	4	3	3	3	3	2	3	3	3	2	3	3
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	3	4	3	3	3	3	3	3	3	3	2	1	3	3	2	3	3	4	4	3	3	3	3	4	4	3	3
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	5	4	4	4	5	4	3	4	4	4	2	5	5	3	5	3	4	4	4	3	4	4	4	4	3	2
P	<20 tahun	<Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	2	3	3	2	2	2	2	3	2	3	2	2	2	2	2	3	2	2	2	4	4	4	4	4	4	4	4



3	3	3	3	3	3	3	3	3	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5			
3	4	3	3	3	4	4	4	4	3	3	2	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	3	3	4	3	4		
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4	5	4	4	5	5	4	4	4	5	4	4	3	5	5	5	5	5	5	5	5	4	4	5	3	4	5	5	3	4	4	4	4	
3	3	3	3	3	3	3	3	3	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	2	2	4	4	4	4	4	4	4	
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3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
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P	<20 tahun	<Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
P	<20 tahun	<Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	4	4	4	3	4	4	3	3	3	3	3	4	4	3	3	3	3	3	4	3	3	4	3	3	3	3	3
P	<20 tahun	<Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	4	4	3	3	4	4	3	3	4	4	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic	Nature Republic, Face Shop	4	4	4	1	5	5	4	4	4	4	4	4	3	3	5	4	4	4	4	4	4	4	4	4	4	4	3
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	4	4	4	4	4	4	4	4	3	4	4	2	3	3	4	4	4	4	4	4	4	4	4	4	3	4	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	4	4	4	3	4	5	3	5	5	2	3	2	3	2	2	4	2	4	4	4	4	5	5	4	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	3	3	3	3	4	3	3	3	3	3	3	2	2	2	2	3	4	4	2	2	2	2	2	2	3	4	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	3	3	3	2	3	3	2	3	2	2	2	1	3	3	3	3	4	4	3	3	3	4	3	3	4	3	3
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	4	4	3	2	3	3	2	2	2	1	2	1	2	2	2	3	2	3	3	3	4	3	4	3	3	3	3
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	4	4	4	4	4	4	2	4	4	2	4	2	2	2	2	2	4	2	2	3	3	3	3	3	3	3	3
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	2	3	2	2	3	3	2	2	2	2	1	1	1	2	1	1	3	1	3	3	2	1	1	2	2	2	2
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	4	3	3	3	3	3	1	1	2	1	2	1	2	4	2	2	3	3	3	3	3	3	3	3	3	3	3
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	4	4	5	5	4	5	4	3	4	3	3	4	3	4	5	4	4	3	5	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	4	5	4	5	3	5	4	3	4	5	4	4	4	5	4	4	3	4	4	5	4	5	4	5	3	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	4	5	4	5	4	4	5	4	5	5	4	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5

3	3	4	4	4	4	3	3	3	3	3	4	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	3	3	4	4	4
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2	3	3	3	3	3	3	3	2	3	2	4	3	4	3	3	3	3	3	5	3	3	3	3	3	3	3	3	2	3	3	3	3
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5	5	5	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5	5	5	4	4	4	5	4	5	4	5	5	5	5	4
3	3	3	3	4	4	4	4	4	4	4	3	4	3	3	3	3	3	3	4	4	4	4	3	3	3	3	3	3	3	3	3	4
4	2	4	4	2	2	2	2	4	4	4	4	4	4	4	4	2	4	4	2	2	2	4	2	4	2	4	5	4	2	4	4	2
4	4	4	4	4	4	4	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	3	2	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
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5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5



P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3		
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	4	5	4	5	4	5	4	5	4	4	5	5	5	4	5	4	4	5	4	4	5	5	4	4	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	3	4	5	5	4	3	4	4	5	5	5	5	4	5	4	4	4	5	4	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	4	3	4	5	4	4	5	4	5	4	5	4	5	4	4	4	5	4	5	4	5	4	5	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	4	4	4	5	4	5	4	5	4	5	4	4	5	4	5	5	4	5	5	4	5	4	5	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	4	5	4	5	4	4	5	4	5	5	4	4	5	4	5	5	4	5	5	4	5	4	5	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	4	3	4	5	4	3	4	5	4	5	4	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	5	4	4	5	4	5	4	5	4	5	5	4	5	4	4	4	5	4	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	4	3	5	4	5	4	5	4	5	4	5	5	5	4	4	5	4	4	4	4	5	5	4	4	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	4	5	4	5	4	5	4	3	4	5	4	4	5	4	5	4	3	4	5	4	3	4	5	4	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	4	3	5	4	3	4	5	5	4	5	5	4	5	4	5	5	4	5	4	5	5	4	4	5	4	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	4	5	3	4	5	4	5	4	5	5	5	4	5	4	5	5	4	5	5	4	4	5	5	4	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	5	4	5	5	5	4	5	4	4	4	4	4	5	4	4	4	5	4	4	4	5	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	4	4	4	5	5	5	4	3	4	4	5	5	4	4	5	5	4	4	5	5	4	5	4	5	4	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	4	3	5	5	4	4	4	5	4	4	5	4	4	5	4	5	4	4	4	5	5	4	4	5	5	5

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5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop	5	5	4	5	4	5	5	4	3	5	4	5	4	5	4	5	5	4	5	5	4	5	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop	3	4	5	5	4	3	4	5	4	5	4	5	5	4	5	4	4	5	4	4	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop	5	4	3	3	5	4	4	5	4	5	5	4	4	5	4	5	5	4	5	5	4	5	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop	5	4	3	3	4	5	5	4	5	4	5	4	5	4	5	4	4	5	4	4	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop	5	4	5	5	5	4	5	4	3	4	4	5	5	4	3	4	5	4	4	5	4	3	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, The Saem	Nature Republic, Face Shop	4	5	4	5	4	5	4	5	4	5	5	4	4	5	4	5	5	4	5	5	4	5	4	5	4
L	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	5	5	5	2	4	4	2	2	4	4	2	2	2	2	2	2	2	2	2	2	4	4	4	4	4
L	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	3	4	4	3	3	4	3	3	4	3	3	3	2	2	2	1	1	1	1	4	4	4	4	3	3
L	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	3	4	4	3	3	4	3	3	4	3	3	3	2	2	2	1	1	1	1	4	4	4	4	3	3
L	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	4	4	4	4	4	4	2	3	4	4	3	1	1	1	1	1	1	1	1	4	4	2	3	4	3
L	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	5	1	1	5	4	4	2	1	2	2	1	1	1	2	1	3	3	4	4	4	3	4	4	4	4
L	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	5	1	1	5	4	4	2	1	2	2	1	1	1	2	1	3	3	4	4	4	3	4	4	4	4
L	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	3	4	1	3	4	3	3	1	3	3	1	1	1	1	1	1	2	2	1	1	2	2	2	2	2
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic	Nature Republic	4	4	4	4	5	4	2	4	4	4	2	1	1	4	1	1	1	4	4	5	2	1	4	1	1
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic	Nature Republic	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic	Nature Republic	5	4	5	4	5	4	5	4	5	4	5	5	4	3	4	5	4	5	4	4	5	4	5	4	5
L	≥ 20 tahun	≥Rp.2.000.000	Nature Republic	Nature Republic	2	2	2	2	3	3	2	3	3	2	2	1	2	2	2	2	2	2	2	4	4	4	4	4	4
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	2	4	4	2	2	1	1	4	4	5	4	1	2	2	1	1	4	2	2	4	4	2	4	4	1

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P	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	5	4	4	4	5	4	3	4	4	2	3	1	3	3	3	3	4	4	3	4	4	2	3	3	4	4	3	
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	1	3	1	1	1	3	1	1	3	1	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	4	4	3	3	4	4	5	3	3	2	2	2	3	4	3	3	3	4	5	5	5	3	4	3	3	4	4	
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	4	4	3	3	3	3	3	5	4	4	3	2	3	4	3	5	3	4	4	4	4	4	4	5	5	4	4	
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	5	5	3	4	4	3	5	5	3	4	3	1	5	5	5	5	5	5	5	4	4	3	3	3	3	5	4	
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	5	5	5	4	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	3	4	4	4	4	4	2	3	3	4	4	2	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	4	5	4	4	4	5	4	5	4	5	4	5	5	4	4	4	5	5	4	5	4	4	5	4	5	4	5	
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	3	5	5	5	5	3	5	5	3	5	5	2	1	5	1	1	1	2	2	5	5	5	5	5	5	5	5	
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	5	5	5	5	5	5	5	5	5	5	4	1	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	4	4	3	3	4	4	3	3	3	3	3	4	4	3	4	3	4	3	4	4	3	4	4	3	4	4	4	
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	3	4	3	2	3	3	2	3	3	3	3	2	3	3	2	2	2	2	2	4	3	4	4	4	4	4	4	
P	≥ 20 tahun	<Rp.2.000.000	Nature Republic	Nature Republic	4	4	2	2	4	4	2	4	4	3	4	3	4	4	4	4	2	2	4	4	2	2	2	2	2	5	1	

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4	4	4	4	4	4	3	2	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

### Lampiran 3 Jawaban Kuesioner Produk The Face Shop

Jenis Kelamin	Usia	Pendapatan / Uang Saku Per Bulan	Produk yang pernah dibeli	Produk yang pernah dipakai	BE1	BE2	BE3	BE4	BE5	BE6	BE7	BE8	BE9	BE10	BE11	BE12	IMF1	IMF2	IMF3	IMF4	IMF6	IMF7	IMF8	IMRL1	IMRL2	IMRL3	IMRL4	IMRL5	IMRL6	IMRL7	IMRL8
P	< 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	3	2	2	2	3	2	2	3	3	3	2	1	3	2	2	3	4	4	4	3	3	2	2	2	3	3	2
P	< 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	4	5	3	3	5	5	4	4	3	4	4	2	5	4	3	5	5	5	5	5	5	5	3	5	4	4	3
P	< 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	4	4	3	2	4	5	2	3	1	3	2	3	3	5	3	4	2	4	3	3	5	5	5	5	5	5	5
L	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	5	4	4	4	4	4	3	4	3	4	3	4	4	4	3	4	3	3	3	4	3	3	3	4	4	3	4
L	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	3	3	3	3	3	3	3	4	4	3	4	2	3	3	3	3	3	3	3	3	3	3	3	4	3	4	3
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	4	4	4	3	4	4	3	3	3	3	3	3	4	3	3	5	4	4	5	4	5	4	4	5	5	4	5
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	3	3	3	3	3	3	3	3	3	3	3	3	2	1	1	1	1	2	2	2	1	2	2	2	2	2	2
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop	Face Shop	2	4	2	1	5	5	2	4	3	4	2	2	3	3	3	2	2	3	4	4	3	3	3	4	3	3	3
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop	Face Shop	4	4	4	3	4	4	3	3	4	3	3	3	4	5	3	3	3	3	4	4	5	4	3	3	4	3	3
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop	Face Shop	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop	Face Shop	3	3	3	2	3	3	2	2	2	2	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
P	< 20 tahun	< Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	5	4	3	3	4	5	4	5	3	3	4	5	4	3	3	4	5	5	4	3	4	5	4	3
P	< 20 tahun	< Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	4	4	5	4	5	5	4	4	5	4	5	3	4	5	3	4	3	4	5	4	4	3
L	≥ 20 tahun	< Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	4	4	5	4	4	5	5	4	4	5	5	4	4	5	4	5	5	4	5	4	4	5	4	3	4
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	5	5	3	4	5	3	3	4	2	2	1	2	2	2	2	2	2	2	2	4	4	2	4	4	3	3
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	3	4	5	4	5	4	3	4	4	5	4	5	3	5	4	5	4	5	5	4	3	4	5	4	4
L	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	4	5	5	4	4	5	4	4	4	5	5	4	5	4	5	5	4	5	4	5	4	5
L	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	5	4	4	5	4	5	4	4	5	3	4	4	3	4	4	4	5	4	3	4	5	5
L	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	3	4	5	4	4	5	4	5	4	5	4	5	4	5	3	4	3	3	5	4	4	4	5	4	5

3	3	3	3	3	3	3	3	3	3	3	2	2	2	3	3	3	4	3	4	4	4	3	3	3	3	3	3	3	3	4	4	4	
3	4	3	5	3	3	4	4	4	4	4	4	5	4	4	3	4	4	5	5	5	5	5	5	3	4	4	3	4	4	4	4	4	
5	4	4	5	3	3	4	5	5	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	
3	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	5	4	5	5	5	5	4	5	5	4	4	5	5	5	4	5	5
3	3	3	3	3	3	3	3	3	3	3	2	2	3	4	2	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3
4	3	3	3	3	3	4	3	3	3	3	3	3	4	4	4	3	3	3	3	3	3	3	4	5	5	5	5	4	4	4	4	4	4
2	2	2	2	2	2	2	2	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1	5	2
4	4	4	4	4	4	4	4	4	4	4	2	2	3	3	3	3	2	4	2	2	2	2	1	1	4	4	4	4	2	3	3	3	4
4	4	3	3	4	4	3	5	5	4	4	3	3	4	4	5	3	4	4	3	3	4	4	3	4	3	4	4	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
4	5	4	3	3	5	3	5	4	3	4	5	4	3	5	4	4	3	4	4	3	4	5	5	3	4	5	4	5	4	5	4	5	4
4	3	4	5	4	5	5	4	4	3	4	5	4	4	5	4	5	4	5	5	4	5	5	4	5	4	5	5	5	5	4	5	4	5
3	4	5	4	4	5	4	3	5	4	5	5	4	4	5	4	4	5	4	4	5	3	4	5	4	5	4	5	4	5	4	5	5	5
4	4	2	2	4	5	4	4	4	5	5	5	5	4	4	4	4	5	4	5	5	2	5	5	4	4	4	2	2	2	2	2	2	4
4	5	4	5	5	4	3	4	5	4	4	3	4	4	3	5	5	4	5	4	5	5	4	5	5	4	5	4	4	5	4	5	5	5
4	5	4	5	4	5	4	5	4	4	4	5	5	5	5	4	5	4	5	4	5	5	4	5	4	4	5	4	5	4	5	4	5	5
4	5	4	5	5	4	4	5	5	4	5	4	4	4	5	5	4	5	5	4	5	5	4	4	5	4	4	5	4	4	5	5	4	4
3	3	3	3	3	3	3	3	3	3	3	2	2	2	3	3	3	4	3	4	4	4	3	3	3	3	3	3	3	3	3	4	4	4



L	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	3	4	5	3	5	4	3	4	4	5	5	4	3	4	4	5	5	4	5	4	5	5	4	5	3
L	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	4	5	4	4	5	3	4	3	4	4	4	3	5	4	5	3	4	5	4	5	3	4	5	4	4	5	3
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	4	4	5	4	5	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	4	5	4	5	4	4	5	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	4	4	5	5	4	4	5	5	5	4	4	4	5	5	4	3	4	4	4	5	4	3	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	4	5	5	4	4	4	5	5	4	5	5	4	5	4	5	5	4	4	5	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	5	5	4	4	5	5	4	5	4	4	5	5	4	5	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	5	4	4	4	5	5	4	4	5	5	4	5	5	4	5	5	4	4	5	4	5	4	5	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	3	4	4	5	4	5	4	5	5	4	5	4	5	5	4	5	4	5	4	5	4	3	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	5	4	3	4	5	3	4	5	4	5	4	5	5	4	5	4	5	5	4	3	4	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	3	4	5	4	4	3	4	5	5	4	4	5	4	5	4	5	5	5	4	4	5	4	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	5	4	4	5	4	4	5	5	4	5	4	4	5	4	5	5	4	5	5	5	4	3	4	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	3	4	5	4	3	4	4	5	5	4	4	5	4	3	5	4	5	4	4	5	4	5	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	4	5	4	4	5	4	5	4	4	5	4	5	5	4	5	4	4	5	5	5	4	5	4	4	5	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	5	4	5	5	4	4	5	5	4	5	4	5	4	5	4	5	5	5	4	5	5	4	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	4	3	5	5	4	3	4	3	4	5	5	4	5	4	3	4	5	4	4	5	5	3	4	4	5	5	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	4	5	4	4	5	3	5	4	3	4	5	4	3	4	5	4	5	4	4	5	5	4	3	4	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	3	4	5	4	5	5	4	5	4	4	5	5	4	5	4	4	5	4	5	4	5	4	3	4	5	4
L	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	5	1	1	5	4	4	2	1	2	2	1	1	1	2	1	3	3	3	4	4	4	3	4	4	4	4	4
L	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	5	1	1	5	4	4	2	1	2	2	1	1	1	2	1	3	3	3	4	4	4	3	4	4	4	4	4
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	4	4	3	4	4	4	4	4	4	4	2	2	4	4	2	4	3	4	3	4	3	3	3	3	3	3	3
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	5	4	4	4	5	4	3	4	4	2	3	1	3	3	3	3	2	4	4	3	4	4	2	3	3	4	4
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	5	5	5	4	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

5	4	3	4	5	4	3	4	5	4	5	4	5	5	4	3	5	4	5	5	3	4	5	4	5	4	5	4	4	5	4	3	5
5	4	5	4	5	4	5	4	5	5	4	5	4	5	4	5	5	4	5	5	4	3	4	5	5	4	5	5	5	4	4	5	5
5	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5	5	4	4	5	4	5	5	5	5	4	5	4	5	4	5	5	4
3	4	5	4	5	4	3	4	5	5	4	3	4	5	4	3	5	4	3	5	4	3	4	5	4	5	3	4	4	4	5	3	4
5	4	4	3	5	4	3	4	5	5	4	3	4	5	4	5	3	4	5	4	5	4	3	4	5	4	3	4	5	4	3	4	5
5	4	5	3	5	4	5	4	5	5	4	5	4	4	5	4	4	5	4	5	4	3	4	5	5	4	4	5	5	4	5	4	5
4	3	4	5	5	4	5	4	5	4	5	4	5	5	4	3	4	3	4	5	3	4	5	4	5	4	3	5	5	4	5	4	5
5	4	5	4	5	4	5	3	5	5	4	3	5	4	5	3	4	5	4	4	5	4	5	4	5	5	4	5	5	4	5	4	5
5	4	5	5	5	4	3	4	5	5	3	4	5	4	4	5	5	4	5	5	4	5	4	5	4	5	4	3	5	4	4	5	4
5	4	5	4	4	5	4	4	5	5	4	3	4	4	5	3	4	3	5	4	3	4	5	4	4	3	4	5	4	5	4	4	5
5	4	5	3	5	4	3	4	5	4	5	4	4	5	4	3	4	5	4	4	5	4	5	4	5	4	5	5	4	5	4	5	5
5	4	3	4	5	4	5	3	4	3	4	5	4	4	3	4	4	3	4	4	5	3	4	4	4	3	4	5	5	4	3	4	5
4	5	4	4	4	5	4	5	4	5	3	4	5	4	5	4	4	5	4	4	5	4	5	4	5	4	5	4	3	4	4	5	4
4	3	4	5	5	4	4	5	4	4	5	4	4	5	4	5	5	4	5	5	4	5	4	4	4	5	4	4	4	3	4	4	3
5	4	4	5	5	3	4	5	4	4	3	4	5	4	5	4	4	5	3	5	3	5	4	3	5	4	5	4	5	4	4	5	4
3	4	4	3	4	3	3	4	4	4	4	4	4	3	3	2	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	5
2	2	2	5	3	3	4	2	2	4	4	4	3	3	3	3	2	3	3	4	4	4	4	4	3	3	3	3	3	3	2	4	2
4	3	3	4	4	3	4	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	2	4	5	4	4	4	4	4	3	4	4

P	≥ 20 tahun	< Rp. 2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	3	4	3	5	5	5	3	3	4	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4
P	≥ 20 tahun	< Rp. 2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	3	3	3	3	4	3	3	3	3	3	3	1	4	5	3	4	4	3	4	3	3	3	3	3	4
P	≥ 20 tahun	< Rp. 2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	3	4	3	2	4	4	2	3	2	2	3	2	4	3	2	4	3	3	3	3	3	2	3	3	2
P	≥ 20 tahun	< Rp. 2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	3	4	3	3	3	3	3	3	3	3	2	1	3	3	2	3	3	3	4	4	3	3	3	4	3
P	≥ 20 tahun	< Rp. 2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	5	5	4	4	4	5	4	3	4	4	4	2	5	5	3	5	3	3	4	4	4	3	4	4	3
L	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	5	1	1	5	4	4	2	1	2	2	1	1	1	2	1	3	3	3	4	4	4	3	4	4	4
L	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	5	1	1	5	4	4	2	1	2	2	1	1	1	2	1	3	3	3	4	4	4	3	4	4	4
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	4	4	3	4	4	4	4	4	4	4	2	2	4	4	2	4	3	4	3	4	3	3	3	3	3
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	5	4	4	4	5	4	3	4	4	2	3	1	3	3	3	3	2	4	4	3	4	4	2	3	4
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	5	5	5	4	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop, The Saem	4	4	3	3	4	4	2	2	3	2	2	1	2	3	3	3	3	4	4	4	3	3	3	3	3
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	3	4	4	4	4	4	2	3	3	4	4	2	3	3	4	4	4	4	4	4	4	4	4	4	4
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	4	5	4	4	4	5	4	5	4	5	4	5	5	4	4	4	5	5	5	4	5	4	4	5	4
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	4	5	4	4	4	5	3	4	4	4	2	1	2	3	5	4	3	3	3	4	5	4	3	5	4
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	5	5	5	5	5	5	5	5	5	5	4	4	3	3	3	3	3	3	3	3	5	5	3	5	5
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	4	4	4	3	4	4	2	3	4	4	4	1	3	3	2	2	3	2	2	3	4	3	2	3	2
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	4	5	4	3	4	3	3	4	3	3	3	1	1	1	1	1	1	1	1	4	4	1	3	3	2
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	2	2	2	2	2	2	2	2	3	3	2	2	2	3	2	2	2	3	2	3	3	3	2	3	2
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop	Face Shop	2	4	2	2	2	2	2	4	4	4	2	2	4	4	2	4	4	4	4	4	4	4	2	4	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop	Face Shop	3	3	3	3	3	4	4	4	3	3	3	1	3	3	3	3	3	3	3	3	3	3	3	3	3
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop	Face Shop	4	4	3	3	5	5	3	4	4	3	5	3	4	4	5	5	4	5	5	4	5	4	3	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop	Nature Republic, Face Shop, The Saem	3	3	3	2	4	4	1	1	1	3	2	1	4	4	3	3	3	3	3	5	4	4	4	3	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop	Face Shop	4	4	4	1	5	5	4	4	4	4	4	4	4	3	3	5	4	4	4	4	4	4	4	4	4
P	< 20 tahun	< Rp. 2.000.000	Nature Republic, Face Shop	Nature Republic, Face Shop	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

4	5	4	5	5	4	5	4	3	5	4	5	4	4	5	3	4	5	4	4	5	4	5	4	4	5	5	4	4	5	3	4	5
3	4	4	5	4	5	4	5	5	4	5	4	4	4	5	4	5	4	5	4	5	4	4	5	5	4	3	4	4	5	4	5	4
5	4	5	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4
4	5	4	5	4	4	5	4	5	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4
4	5	4	5	3	4	5	4	5	5	4	5	4	4	5	4	5	4	5	4	5	5	4	5	5	4	3	4	4	5	5	4	5
4	5	5	4	5	4	5	4	5	5	4	5	4	4	4	5	5	5	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4
5	4	5	5	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	4	4	5	5	4	5	4	5	5	4
5	4	4	3	5	5	4	3	4	4	5	4	5	4	5	5	4	5	5	5	4	5	4	4	5	4	3	4	4	5	4	5	4
4	5	4	4	4	5	4	5	5	5	4	3	4	4	5	4	4	5	4	5	4	3	4	5	4	5	4	3	4	5	4	5	4
4	5	4	5	4	4	5	4	5	5	5	4	4	4	5	4	4	3	4	4	5	4	3	5	4	5	4	5	3	4	5	4	5
5	4	4	5	5	5	4	5	5	4	5	4	5	4	5	5	5	4	5	4	5	4	5	4	5	4	5	5	4	4	5	4	5
4	5	5	4	5	4	4	5	4	5	4	3	4	5	4	3	3	4	5	5	4	4	3	5	4	5	4	5	5	4	5	5	4
3	4	5	4	5	4	3	4	5	5	4	3	4	4	5	4	5	4	4	4	5	3	4	5	5	4	3	4	4	5	4	3	5
4	5	4	5	5	4	5	5	4	4	5	4	5	4	5	4	4	5	4	5	4	5	4	3	4	5	4	5	5	4	3	4	5
5	4	5	5	4	4	5	4	5	5	4	5	4	4	4	3	4	3	4	3	4	5	4	4	5	4	3	4	3	4	5	4	4
4	5	4	5	4	5	4	5	5	5	4	4	5	5	4	5	4	5	5	5	4	5	4	5	4	5	4	4	5	5	4	4	5
4	5	4	5	5	4	5	4	5	5	4	5	4	4	5	5	5	4	4	4	5	4	5	5	4	5	4	4	4	5	4	5	4
4	4	5	3	4	5	4	5	4	5	4	3	4	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5	5	4	3	4	5

L	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	3	4	5	3	5	4	3	4	4	5	5	4	3	4	4	5	5	4	5	4	5	5	4	5	3
L	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	4	5	4	4	5	3	4	3	4	4	4	3	5	4	5	3	4	5	4	5	3	4	5	4	4	5	3
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	4	4	5	4	5	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	4	5	4	5	4	4	5	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	4	4	5	5	4	4	5	5	5	4	4	4	5	5	4	3	4	4	4	5	4	3	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	4	5	5	4	4	4	5	5	4	5	5	4	5	4	5	5	4	4	5	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	5	5	4	4	5	5	4	5	4	4	5	5	4	5	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	5	4	4	4	5	5	4	4	5	5	4	5	5	4	5	5	4	4	5	4	5	4	5	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	3	4	4	5	4	5	4	5	5	4	5	4	5	5	4	5	4	5	4	5	4	3	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	5	4	3	4	5	3	4	5	4	5	4	5	5	4	5	4	5	5	4	3	4	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	3	4	5	4	4	3	4	5	5	4	4	5	4	5	4	5	5	5	4	4	5	4	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	5	4	4	5	4	4	5	5	4	5	4	4	5	4	5	5	4	5	5	5	4	3	4	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	3	4	5	4	3	4	4	5	5	4	4	5	4	3	5	4	5	4	4	5	4	5	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	4	5	4	4	5	4	5	4	4	5	4	5	5	4	5	4	4	5	5	5	4	5	4	4	5	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	5	4	5	5	4	4	5	5	4	5	4	5	4	5	4	5	5	5	4	5	5	4	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	4	3	5	5	4	3	4	3	4	5	5	4	5	4	3	4	5	4	4	5	5	3	4	4	5	5	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	4	5	4	4	5	3	5	4	3	4	5	4	3	4	5	4	5	4	4	5	5	4	3	4	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	3	4	5	4	5	5	4	5	4	4	5	5	4	5	4	4	5	4	5	4	5	4	3	4	5	4
L	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	5	1	1	5	4	4	2	1	2	2	1	1	1	2	1	3	3	3	4	4	4	3	4	4	4	4	4
L	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	5	1	1	5	4	4	2	1	2	2	1	1	1	2	1	3	3	3	4	4	4	3	4	4	4	4	4
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	4	4	3	4	4	4	4	4	4	4	2	2	4	4	2	4	3	4	3	4	3	3	3	3	3	3	3
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	5	4	4	4	5	4	3	4	4	2	3	1	3	3	3	3	2	4	4	3	4	4	2	3	3	4	4
P	≥ 20 tahun	< Rp. 2.000.000	Face Shop	Face Shop	5	5	5	4	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

5	4	3	4	5	4	3	4	5	4	5	4	5	5	4	3	5	4	5	5	3	4	5	4	5	4	5	4	4	5	4	3	5
5	4	5	4	5	4	5	4	5	5	4	5	4	5	4	5	5	4	5	5	4	3	4	5	5	4	5	5	5	4	4	5	5
5	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5	5	4	4	5	4	5	5	5	5	4	5	4	5	4	5	5	4
3	4	5	4	5	4	3	4	5	5	4	3	4	5	4	3	5	4	3	5	4	3	4	5	4	5	3	4	4	4	5	3	4
5	4	4	3	5	4	3	4	5	5	4	3	4	5	4	5	3	4	5	4	5	4	3	4	5	4	3	4	5	4	3	4	5
5	4	5	3	5	4	5	4	5	5	4	5	4	4	5	4	4	5	4	5	4	3	4	5	5	4	4	5	5	4	5	4	5
4	3	4	5	5	4	5	4	5	4	5	4	5	5	4	3	4	3	4	5	3	4	5	4	5	4	3	5	5	4	5	4	5
5	4	5	4	5	4	5	3	5	5	4	3	5	4	5	3	4	5	4	4	5	4	5	4	5	5	4	5	5	4	5	4	5
5	4	5	5	5	4	3	4	5	5	3	4	5	4	4	5	5	4	5	5	4	5	4	5	4	5	4	3	5	4	4	5	4
5	4	5	4	4	5	4	4	5	5	4	3	4	4	5	3	4	3	5	4	3	4	5	4	4	3	4	5	4	5	4	4	5
5	4	5	3	5	4	3	4	5	4	5	4	4	5	4	3	4	5	4	4	5	4	5	4	5	4	5	5	4	5	4	5	5
5	4	3	4	5	4	5	3	4	3	4	5	4	4	3	4	4	3	4	4	5	3	4	4	4	3	4	5	5	4	3	4	5
4	5	4	4	4	5	4	5	4	5	3	4	5	4	5	4	4	5	4	4	5	4	5	4	5	4	5	4	3	4	4	5	4
4	3	4	5	5	4	4	5	4	4	5	4	4	5	4	5	5	4	5	5	4	5	4	4	4	5	4	4	4	3	4	4	3
5	4	4	5	5	3	4	5	4	4	3	4	5	4	5	4	4	5	3	5	3	5	4	3	5	4	5	4	5	4	4	5	4
3	4	4	3	4	3	3	4	4	4	4	4	4	3	3	2	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	5
2	2	2	5	3	3	4	2	2	4	4	4	3	3	3	3	2	3	3	4	4	4	4	4	3	3	3	3	3	3	2	4	2
4	3	3	4	4	3	4	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	2	4	5	4	4	4	4	4	3	4	4

P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	5	4	4	5	5	5	4	4	5	5	4	5	5	4	5	4	5	4	5		
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	5	5	5	5	5	3	4	4	3	3	2	2	2	2	3	3	2	3	4	4	5	4	4	3	3	
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	2	4	4	2	3	3	2	4	3	2	3	5	2	2	2	2	2	4	3	5	3	4	4	4	4	3	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	4	5	5	4	5	5	3	4	3	4	4	3	4	4	4	4	4	5	5	5	5	5	5	5	4	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	4	4	4	3	3	4	3	3	3	3	2	2	2	4	2	5	3	4	4	4	4	3	3	3	3	4	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	3	4	4	3	4	4	3	4	3	3	4	2	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	4	5	4	5	4	5	4	5	4	5	5	4	4	5	4	4	5	5	5	4	4	5	5	4	4	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	4	3	4	4	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	5	4	5	4	5	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	4	4	4	4	5	4	4	5	4	5	5	4	5	4	4	5	5	4	4	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	4	5	4	5	4	5	5	4	5	4	3	4	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	5	4	5	4	5	4	5	5	4	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5

5	5	4	4	4	4	5	5	5	4	5	4	5	4	5	4	5	4	5	5	4	4	5	5	4	4	5	5	4	5	4	5	4	5
4	5	4	5	4	5	4	5	4	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4
4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	5	4	5	4	5	4
4	5	4	5	5	4	5	4	5	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5
4	5	4	5	5	4	5	4	5	5	4	5	4	4	5	5	5	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5
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4	4	5	5	5	4	5	4	5	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	5	5	4	5	4	5
5	5	4	4	4	4	5	5	4	5	4	5	4	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	5	5	4
5	5	4	4	4	5	4	5	4	4	4	5	5	5	4	3	4	4	5	5	4	3	4	5	4	5	4	5	5	4	4	4	4	5
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5	5	5	4	4	5	5	4	4	5	4	5	4	4	4	5	5	4	5	5	5	4	4	5	4	4	5	4	5	5	4	4	4	5
5	5	4	4	4	5	5	4	5	4	4	5	5	5	4	4	4	5	5	5	4	4	5	4	4	4	5	5	4	4	3	4	4	5
4	5	4	5	5	5	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5	4	4	5	5	4	5	5	5	4	5	4	4	5
5	5	4	4	4	4	5	4	4	4	4	5	5	4	5	4	5	5	4	4	5	4	4	5	4	3	5	4	3	4	4	5	5	4
4	4	5	5	4	4	5	4	4	4	4	5	5	5	5	4	4	5	4	5	4	5	4	5	4	4	5	5	4	5	4	4	4	5



P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	3	4	5	4	5	4	5	5	4	4	5	4	5	5	4	5	5	4	5	4	5	4	5	4	
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	3	4	5	4	5	4	5	5	4	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	4	4	5	4	5	5	4	4	4	5	4	5	4	5	5	4	5	4	4	5	5	4	4	5	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	3	4	5	4	5	4	4	5	5	4	5	4	4	5	4	4	5	5	4	4	5	5	4	4	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	5	4	5	4	4	5	5	4	5	4	4	5	4	4	4	4	5	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	4	5	5	4	4	5	5	4	4	5	4	5	5	4	5	5	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	5	4	5	4	4	5	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	4	5	4	5	5	4	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	3	5	4	5	4	3	4	5	3	4	4	5	5	4	4	5	4	3	4	5	4	5	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	5	4	3	4	5	4	5	4	4	3	4	5	5	5	5	4	5	5	4	5	4	5	4	4
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	5	4	4	3	4	5	5	4	4	5	4	3	5	4	5	4	5	4	5	4	4	5	5	5
P	≥ 20 tahun	≥Rp.2.000.000	Nature Republic, Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	4	5	3	4	5	4	3	4	5	5	4	5	5	5	4	4	4	5	5	4	4	5	5	5	4

4	4	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	3	3	3	3	3
3	3	3	3	3	3	3	3	3	4	3	3	4	4	4	4	3	3	3	4	4	4	3	4	4	3	3	3	3	3	3	3	3
4	3	4	3	3	3	4	4	4	4	3	3	3	2	3	3	3	3	3	4	4	4	4	4	4	4	4	3	3	4	3	3	3
3	3	2	2	3	3	3	3	3	3	3	3	3	3	4	4	4	4	3	4	4	4	4	4	3	4	4	4	3	3	3	3	3
3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
4	5	4	5	5	4	5	4	5	4	5	4	5	5	3	4	5	4	3	3	4	5	4	3	4	4	4	4	4	3	4	3	5
5	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5
4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	5	5	4	5	4
4	5	4	5	5	4	5	4	5	4	4	5	5	3	4	3	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5
5	4	5	4	3	4	5	4	5	5	4	5	4	5	5	3	4	4	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5
4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5	4
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
4	4	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	3	3	3	3	3	3
3	3	3	3	3	3	3	3	3	4	3	3	4	4	4	4	3	3	3	4	4	4	3	4	4	3	3	3	3	3	3	3	3

#### Lampiran 4 Jawaban Kuesioner Produk The Saem

Jenis Kelamin	Usia	Pendapatan / Uang Saku Per Bulan	Produk yang pernah dibeli	Produk yang pernah dipakai	BE1	BE2	BE3	BE4	BE5	BE6	BE7	BE8	BE9	BE10	BE11	BE12	IMF1	IMF2	IMF3	IMF4	IMF6	IMF7	IMF8	IMRL1	IMRL2	IMRL3	IMRL4	IMRL5	IMRL6	IMRL7	IMRL8
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	4	4	5	4	5	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	4	5	4	5	4	4	5	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	4	5	5	4	4	5	4	4	4	5	5	4	5	4	5	5	4	5	4	5	4	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	4	5	5	4	4	4	5	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	4	4	5	4	5	4	5	5	4	4	5	5	4	5	4	5	5	4	4	5	5	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	3	4	5	5	4	4	4	3	5	4	4	5	5	4	3	4	5	4	5	5	4	5	4	4	3	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	3	4	5	4	5	4	3	4	4	5	4	5	3	5	4	5	4	5	5	4	3	4	5	4	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	5	4	4	5	4	5	4	4	5	3	4	4	4	3	4	4	5	4	3	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	4	4	5	4	4	5	5	4	4	5	5	4	4	5	4	5	5	4	5	4	4	5	4	3	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	5	5	4	4	5	5	5	4	5	4	4	5	5	4	5	4	5	4	5	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	5	4	4	4	5	5	4	4	5	5	4	5	5	4	5	5	4	4	5	4	5	4	5	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	3	4	4	5	4	5	4	5	5	4	5	4	5	5	4	5	4	5	4	5	4	3	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	3	4	5	4	4	3	4	5	5	4	4	5	4	5	4	5	5	5	4	4	5	4	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	5	4	4	5	4	4	5	5	4	5	4	4	5	4	5	5	4	5	5	5	4	3	4	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	3	4	5	4	3	4	4	5	5	4	4	5	4	3	5	4	5	4	4	5	4	5	4	5	5

P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	4	5	4	4	5	4	5	4	4	5	4	5	5	4	5	4	4	5	5	5	4	5	4	4	5	5	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	5	4	5	5	4	4	5	5	4	5	4	5	4	5	4	5	5	5	4	5	5	4	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	3	4	5	4	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4	3	4	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	3	4	5	4	4	5	4	5	4	5	4	5	4	5	3	4	3	3	5	4	4	4	5	4	3
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	4	4	5	4	5	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	5

TP11	TP12	TP13	TP14	TPPT1	TPPT2	TPPT3	TPPT4	TPPT5	KH1	KH2	KH3	KH4	KLT1	KLT2	KLT3	PP1	PP2	PP3	AT1	AT2	AT3	AT4	AT5	KT1	KT2	KT3	KT4	KK1	KK2	KK3	KK4	KK5
5	4	5	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4
4	5	4	5	4	4	5	4	5	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4
4	5	4	5	4	5	4	5	4	4	4	5	5	5	5	4	5	4	5	4	5	5	4	5	4	4	5	4	5	4	5	4	5
4	5	5	4	5	4	5	4	5	5	4	5	4	4	4	5	5	5	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4
5	4	5	5	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	4	4	5	5	4	5	4	5	5	4
5	4	4	3	5	5	4	3	4	4	5	4	5	4	5	5	4	5	5	5	4	5	4	4	5	4	3	4	4	5	4	5	4
4	5	4	5	5	4	3	4	5	4	4	3	4	4	3	5	5	4	5	4	5	5	4	5	5	4	5	4	4	5	4	5	5
4	5	4	5	5	4	4	5	5	4	5	4	4	4	5	5	4	5	5	4	5	5	4	4	5	4	4	5	4	4	5	5	4
3	4	5	4	4	5	4	3	5	4	5	5	4	4	5	4	4	5	4	4	5	3	4	5	4	5	4	5	4	5	4	5	5
5	4	4	5	5	5	4	5	5	4	5	4	5	4	5	5	5	4	5	4	5	4	5	4	5	4	5	5	4	4	5	4	5
4	5	5	4	5	4	4	5	4	5	4	3	4	5	4	3	3	4	5	5	4	4	3	5	4	5	4	5	5	4	5	5	4
3	4	5	4	5	4	3	4	5	5	4	3	4	4	5	4	5	4	4	4	5	3	4	5	5	4	3	4	4	5	4	3	5
5	4	5	5	4	4	5	4	5	5	4	5	4	4	4	3	4	3	4	3	4	5	4	4	5	4	3	4	3	4	5	4	4
4	5	4	5	4	5	4	5	5	5	4	4	5	5	4	5	4	5	5	5	4	5	4	5	4	5	4	4	5	5	4	4	5
4	5	4	5	5	4	5	4	5	5	4	5	4	4	5	5	5	4	4	4	5	4	5	5	4	5	4	4	4	5	4	5	4
4	4	5	3	4	5	4	5	4	5	4	3	4	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5	5	4	3	4	5
4	5	4	5	5	4	5	4	5	5	4	5	5	5	4	5	5	4	5	5	4	3	4	5	5	4	3	4	3	4	5	4	3

5	4	3	4	5	4	5	3	4	3	4	5	4	4	3	4	4	3	4	4	5	3	4	4	4	3	4	5	5	4	3	4	5
5	4	3	4	3	4	3	4	5	4	3	4	4	4	3	4	4	5	4	4	5	4	5	4	4	5	4	3	4	3	5	4	5
5	4	3	4	4	5	4	4	3	4	5	4	5	5	4	3	5	4	3	4	5	3	4	5	4	5	4	5	4	4	5	5	5

P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	4	3	5	5	4	3	4	3	4	5	5	4	5	4	3	4	5	4	4	5	5	3	4	4	5	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	4	5	4	4	5	3	5	4	3	4	5	4	3	4	5	4	5	4	4	5	5	4	3	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	5	5	4	5	5	5	5	4	3	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	3	4	5	3	5	3	4	3	4	4	3	3	4	5	4	5	4	4	5	4	5	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	3	3	4	5	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	3	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	4	3	4	4	5	4	4	5	4	5	4	5	5	4	5	4	3	4	5	4	4	5	3	4	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	4	4	5	4	5	4	4	3	4	5	5	3	4	5	3	4	5	5	5	4	3	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	3	4	5	3	5	4	3	4	4	5	5	4	3	4	4	5	5	4	5	4	5	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5	4	5	5	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	3	4	4	5	5	4	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	4	5	4	4	5	4	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5	4	3	4	3	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	5	4	5	3	4	4	5	5	4	5	4	4	3	4	5	4	4	5	3	4	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	5	4	5	4	5	4	5	4	3	5	4	5	4	4	5	4	4	5	4	5	3	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	5	4	3	3	4	5	4	5	3	3	4	5	4	3	3	4	5	5	4	3	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	4	4	5	4	5	5	4	4	5	4	5	3	4	5	3	4	3	4	5	4	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	4	4	5	5	4	4	5	5	5	4	4	4	5	5	4	3	4	4	4	5	4	3	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	4	5	5	4	4	4	5	5	4	5	5	4	5	4	5	5	4	4	5	5

P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	5	4	3	4	5	3	4	5	4	5	4	5	5	4	5	4	5	5	4	3	4	5	4																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	5	4	5	5	4	3	4	4	5	5	4	5	4	3	4	5	5	5	4	5	4	5	5																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	5	4	5	5	4	5	5	5	4	4	3	4	5	3	4	5	5	4	5	4	5	5	4																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	The Saem	3	3	3	3	3	4	4	4	3	3	3	1	3	3	3	3	3	3	3	3	3	3	3	3
P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	The Saem	5	5	5	4	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5
L	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	The Saem	4	5	4	4	4	5	4	5	4	5	4	5	5	4	4	4	5	5	5	4	5	4	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	The Saem	3	4	3	3	4	4	3	4	4	3	3	2	3	3	3	4	3	3	3	3	4	3	3	4
P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	The Saem	4	5	4	4	4	5	3	4	4	4	2	1	2	3	5	4	3	3	3	4	5	4	3	5
P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	The Saem	5	2	1	2	1	1	5	5	2	4	5	1	4	2	2	4	4	1	3	3	5	2	1	4
L	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	Nature Republic, The Saem	4	4	4	4	4	4	3	4	3	3	2	2	4	4	3	5	4	4	5	5	4	4	4	4
P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	Nature Republic, The Saem	4	4	4	4	4	4	4	3	3	3	3	4	2	3	2	2	3	3	4	4	5	4	2	
P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	The Saem	3	4	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	
P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	The Saem	4	5	4	4	4	4	4	4	4	4	4	3	4	4	3	4	4	4	4	4	4	3	3	
P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	The Saem	3	3	3	3	3	4	4	4	3	3	3	1	3	3	3	3	3	3	3	3	3	3	3	
P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	The Saem	5	5	5	4	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	
P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	The Saem	4	5	4	4	4	5	4	5	4	5	4	5	5	4	4	4	5	5	5	4	5	4	5	
P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	The Saem	3	4	3	3	4	4	3	4	4	3	3	2	3	3	3	4	3	3	3	3	4	3	3	
P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	The Saem	4	5	4	4	4	5	3	4	4	4	2	1	2	3	5	4	3	3	3	4	5	4	4	
P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	The Saem	5	2	1	2	1	1	5	5	2	4	5	1	4	2	2	4	4	1	3	3	5	2	1	
P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	Nature Republic, The Saem	4	4	4	4	4	4	3	4	3	3	2	2	4	4	3	5	4	4	5	5	4	4	4	

P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	Nature Republic, The Saem	4	4	4	4	4	4	4	3	3	3	3	4	2	3	2	2	3	3	4	4	5	4	2	4	2	3
P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	The Saem	3	4	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	4	3	3
P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	The Saem	4	5	4	4	4	4	4	4	4	4	4	3	4	4	3	4	4	4	4	4	4	4	3	3	4	4
P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	The Saem	3	3	3	3	3	4	4	4	3	3	3	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3
P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	The Saem	5	5	5	4	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5
P	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	The Saem	4	5	4	4	4	5	4	5	4	5	4	5	5	4	4	4	5	5	5	4	5	4	4	5	4	5
L	≥ 20 tahun	≥ Rp. 2.000.000	The Saem	The Saem	3	4	3	3	4	4	3	4	4	3	3	2	3	3	3	4	3	3	3	3	4	3	3	4	3	3

5	5	4	4	4	4	5	5	5	4	5	4	5	4	5	4	5	4	5	5	4	4	5	5	4	4	5	5	5	4	5	4	5
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3	4	5	5	4	4	5	4	4	5	4	3	4	4	5	3	4	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5
5	5	4	4	4	4	5	5	5	4	5	4	5	4	5	4	5	4	5	5	4	4	5	5	4	4	5	5	4	5	4	5

P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	4	4	5	4	5	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	4	3	5	5	4	3	4	3	4	5	5	4	5	4	3	4	5	4	4	5	5	3	4	4	5	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	4	5	4	4	5	3	5	4	3	4	5	4	3	4	5	4	5	4	4	5	5	4	3	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	4	5	4	4	5	4	5	4	5	4	5	4	5	4	5	5	5	4	5	5	5	5	4	3	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	3	4	5	3	5	3	4	3	4	4	3	3	4	5	4	5	4	4	5	4	5	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	3	3	4	5	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	3	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	4	3	4	4	5	4	4	5	4	5	4	5	5	4	5	4	3	4	5	4	4	5	3	4	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	4	4	5	4	5	4	4	3	4	5	5	3	4	5	3	4	5	5	5	4	3	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	3	4	5	3	5	4	3	4	4	5	5	4	3	4	4	5	5	4	5	4	5	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5	4	5	5	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	3	4	4	5	5	4	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	4	5	4	4	5	4	4	5	4	5	5	4	5	4	5	4	5	4	5	4	5	4	3	4	3	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	5	4	5	3	4	4	5	5	4	5	4	4	3	4	5	4	4	5	3	4	5	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	5	4	5	4	5	4	5	4	3	5	4	5	4	4	5	4	4	5	4	5	3	4	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	5	4	3	3	4	5	4	5	3	3	4	5	4	3	3	4	5	5	4	3	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Face Shop, The Saem	5	4	5	4	5	4	4	5	4	5	5	4	4	5	4	5	3	4	5	3	4	3	4	5	4	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	4	4	5	5	4	4	5	5	5	4	4	4	5	5	4	3	4	4	4	5	4	3	4	5

P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	4	5	4	4	5	5	4	4	4	5	5	4	5	5	4	5	4	5	5	4	4	5	5
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	5	5	4	3	4	5	3	4	5	4	5	4	5	5	4	5	4	5	5	4	3	4	5	4
P	≥ 20 tahun	≥ Rp. 2.000.000	Face Shop, The Saem	Nature Republic, Face Shop, The Saem	5	4	3	5	4	5	5	4	3	4	4	5	5	4	5	4	3	4	5	5	5	4	5	4	5	5
5	5	4	4	4	4	5	5	5	4	5	4	5	4	5	4	5	4	5	5	4	4	5	5	4	4	5	5	4	5	4
4	5	4	5	4	5	4	5	4	4	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4	4	5	4	5	4
4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	4	5	4	5	5	4	5	4	5
4	5	4	5	5	4	5	4	5	5	4	5	4	4	5	5	5	4	5	4	5	4	5	4	4	5	4	5	5	4	5
4	5	4	5	5	4	5	4	3	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4
4	4	5	5	5	4	5	4	5	5	4	5	4	4	5	4	5	4	5	4	5	4	4	4	5	5	5	4	5	4	5
5	5	4	4	4	4	4	5	5	4	5	4	4	4	5	4	4	5	4	5	4	5	4	5	4	5	5	4	5	5	4
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4	4	5	5	4	4	4	5	4	4	4	5	5	5	5	4	4	5	4	5	4	5	4	4	5	5	4	5	4	4	5
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## Lampiran 5 Hasil Uji Validitas dan Reliabilitas Produk Nature Republik

### RELIABILITY

```

/VARIABLES=@1.NatureRepublicFaceShopTheSaemmemberikankesanyangkuatbagisaya
@2.NatureRepublicFaceShopTheSaemmenarikperhatiansaya
@3.NatureRepublicFaceShopTheSaemmembangkitkanniatsayauntukmelaku
@4.SayamerasakanemosiyangspesialpadaNatureRepublicFaceShopTheSae
@5.SayamerasasenangpadaNatureRepublicFaceShopTheSaem
@6.SayamerasapuasadaNatureRepublicFaceShopTheSaem
@7.NatureRepublicFaceShopTheSaemmembuatsayamemikiranbanyakhal
@8.NatureRepublicFaceShopTheSaemmancinggrasaingintahusaya
@9.SayamengetahuifaktafaktabarutentangNatureRepublicFaceShopTheS
@10.SayamemilikipemikiranhususentangNatureRepublicFaceShopTheSa
@11.NatureRepublicFaceShopTheSaemmempengaruhitindakansaya
@12.SayaaktifmengikutieventtentangNatureRepublicFaceShopTheSaem
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

**Case Processing Summary**

		N	%
Cases	Valid	244	100,0
	Excluded <sup>a</sup>	0	,0
	Total	244	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,908	,909	12

**Item Statistics**

	Mean	Std. Deviation	N
1. (Nature Republic, Face Shop, The Saem) memberikan kesan yang kuat bagi saya.	4,28	,858	244

2. (Nature Republic, Face Shop, The Saem ) menarik perhatian saya.	4,05	,680	244
3. (Nature Republic, Face Shop, The Saem)membangkitkan niat saya (untuk melakukan aksi).	3,85	,949	244
4. Saya merasakan emosi yang spesial pada (Nature Republic, Face Shop, The Saem) .	3,73	,934	244
5. Saya merasa senang pada (Nature Republic, Face Shop, The Saem) .	4,15	,835	244
6. Saya merasa puas pada (Nature Republic, Face Shop, The Saem) .	4,01	,814	244
7. (Nature Republic, Face Shop, The Saem ) membuat saya memikirkan banyak hal.	3,72	1,052	244
8. (Nature Republic, Face Shop, The Saem) memancing rasa ingin tahu saya.	3,91	,931	244
9. Saya mengetahui fakta-fakta baru tentang (Nature Republic, Face Shop, The Saem) .	3,80	,905	244
10. Saya memiliki pemikiran khusus tentang (Nature Republic, Face Shop, The Saem) .	3,82	,947	244
11. (Nature Republic, Face Shop, The Saem) mempengaruhi tindakan saya.	3,73	1,081	244

12. Saya aktif mengikuti event tentang (Nature Republic, Face Shop, The Saem) .	3,31	1,402	244
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**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,863	3,307	4,279	,971	1,294	,062	12

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. (Nature Republic, Face Shop, The Saem) memberikan kesan yang kuat bagi saya.	42,07	57,064	,664	,559	,899
2. (Nature Republic, Face Shop, The Saem ) menarik perhatian saya.	42,31	61,457	,422	,351	,909
3. (Nature Republic, Face Shop, The Saem)membangkitkan niat saya (untuk melakukan aksi).	42,50	57,025	,593	,383	,902
4. Saya merasakan emosi yang spesial pada (Nature Republic, Face Shop, The Saem) .	42,62	56,343	,656	,466	,899
5. Saya merasa senang pada (Nature Republic, Face Shop, The Saem) .	42,20	57,544	,646	,507	,900

6. Saya merasa puas pada (Nature Republic, Face Shop, The Saem) .	42,34	59,534	,495	,362	,906
7. (Nature Republic, Face Shop, The Saem ) membuat saya memikirkan banyak hal.	42,63	53,814	,745	,604	,895
8. (Nature Republic, Face Shop, The Saem) memancing rasa ingin tahu saya.	42,45	55,902	,693	,572	,897
9. Saya mengetahui fakta-fakta baru tentang (Nature Republic, Face Shop, The Saem) .	42,55	56,726	,651	,441	,899
10. Saya memiliki pemikiran khusus tentang (Nature Republic, Face Shop, The Saem) .	42,53	55,369	,720	,570	,896
11. (Nature Republic, Face Shop, The Saem) mempengaruhi tindakan saya.	42,62	53,668	,731	,593	,895
12. Saya aktif mengikuti event tentang (Nature Republic, Face Shop, The Saem) .	43,05	50,899	,677	,551	,901

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
46,35	66,418	8,150	12

#### RELIABILITY

/VARIABLES=@1.WarnapadaNatureRepublicFaceShopTheSaemmengingatkansayapadacit  
 @2.TeksturpadaprodukNatureRepublicFaceShopTheSaemmengingatkansay  
 @3.HurufpadaNatureRepublicFaceShopTheSaemmengingatkansayapadacit

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@4.NamamerekpadaNatureRepublicFaceShopTheSaemmengingatkansayapad
@5.MenurutsayalogoNatureRepublicFaceShopTheSaemtelahmewakilicitr
@6.MenurutsayasloganNatureRepublicFaceShopTheSaemtelahmenunjukka
@7.MenurutsayainterioriortokoNatureRepublicFaceShopTheSaemtelahmeng
@8.MenurutsayapajanganNatureRepublicFaceShopTheSaemtelahmengeks
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

#### Case Processing Summary

		N	%
Cases	Valid	244	100,0
	Excluded <sup>a</sup>	0	,0
	Total	244	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,942	,942	8

#### Item Statistics

	Mean	Std. Deviation	N
1. Warna pada ( Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra feminim.	3,73	1,114	244
2. Tekstur pada produk (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra feminim.	3,77	,988	244



3. Huruf pada (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra feminim.	3,55	1,134	244
4. Nama merek pada (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra feminim.	3,79	1,105	244
5. Menurut saya, logo (Nature Republic, Face Shop, The Saem) telah mewakili citra feminim.	3,71	1,093	244
6. Menurut saya, slogan (Nature Republic, Face Shop, The Saem ) telah menunjukkan citra feminim.	3,81	1,038	244
7. Menurut saya, interior toko (Nature Republic, Face Shop, The Saem ) telah mengekspresikan citra feminim.	3,91	,975	244
8. Menurut saya, pajangan (Nature Republic, Face Shop, The Saem ) telah mengekspresikan citra feminim.	3,94	,967	244

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
30,21	50,594	7,113	8

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted

1. Warna pada ( Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra feminim.	26,48	38,201	,810	,723	,933
2. Tekstur pada produk (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra feminim.	26,44	40,395	,734	,573	,938
3. Huruf pada (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra feminim.	26,66	38,243	,789	,645	,935
4. Nama merek pada (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra feminim.	26,42	38,303	,809	,677	,933
5. Menurut saya, logo (Nature Republic, Face Shop, The Saem) telah mewakili citra feminim.	26,50	38,103	,837	,734	,931
6. Menurut saya, slogan (Nature Republic, Face Shop, The Saem ) telah menunjukkan citra feminim.	26,40	38,949	,815	,692	,933
7. Menurut saya, interior toko (Nature Republic, Face Shop, The Saem ) telah mengekspresikan citra feminim.	26,30	40,146	,769	,644	,936
8. Menurut saya, pajangan (Nature Republic, Face Shop, The Saem ) telah mengekspresikan citra feminim.	26,27	40,106	,780	,702	,935

Mean	Variance	Std. Deviation	N of Items
30,21	50,594	7,113	8

#### RELIABILITY

```

/VARIABLES=@1.WarnapadaNatureRepublicFaceShopTheSaemmengingatkansayapadac_A
@2.TeksturpadaprodukNatureRepublicFaceShopTheSaemmengingatkans_A
@3.HurufpadaNatureRepublicFaceShopTheSaemmengingatkansayapadac_A
@4.NamamerekpadaNatureRepublicFaceShopTheSaemmengingatkansayap_A
@5.MenurutsayalogoNatureRepublicFaceShopTheSaemtelahmewakilici_A
@6.MenurutsayasloganNatureRepublicFaceShopTheSaemtelahmenunjuk_A
@7.Menurutsayainterior tokoNatureRepublicFaceShopTheSaemtelahme_A
@8.MenurutsayapajanganNatureRepublicFaceShopTheSaemtelahmenge_A
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

#### Case Processing Summary

		N	%
Cases	Valid	244	100,0
	Excluded <sup>a</sup>	0	,0
	Total	244	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,909	,909	8

#### Item Statistics

	Mean	Std. Deviation	N
1. Warna pada (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra ramah lingkungan.	4,18	,732	244
2. Tekstur pada produk (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra ramah lingkungan.	4,07	,811	244
3. Huruf pada (Nature Republic, Face Shop, The Saem) mengingatkan saya pada citra ramah lingkungan.	3,78	,934	244
4. Nama merek pada (Nature Republic, Face Shop, The Saem) mengingatkan saya pada citra ramah lingkungan.	4,08	,810	244
5. Menurut saya, logo (Nature Republic, Face Shop, The Saem ) telah mewakili citra ramah lingkungan.	4,01	,856	244
6. Menurut saya, slogan (Nature Republic, Face Shop, The Saem ) telah menunjukkan citra ramah lingkungan.	4,01	,858	244
7. Menurut saya, interior toko (Nature Republic, Face Shop, The Saem ) telah mengekspresikan citra ramah lingkungan.	4,02	,836	244

8. Menurut saya, pajangan (Nature Republic, Face Shop, The Saem) telah mengekspresikan citra ramah lingkungan.	4,04	,902	244
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#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4,024	3,779	4,180	,402	1,106	,013	8

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. Warna pada (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra ramah lingkungan.	28,01	23,337	,568	,425	,908
2. Tekstur pada produk (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra ramah lingkungan.	28,12	21,721	,728	,617	,896
3. Huruf pada (Nature Republic, Face Shop, The Saem) mengingatkan saya pada citra ramah lingkungan.	28,41	20,877	,719	,580	,897
4. Nama merek pada (Nature Republic, Face Shop, The Saem) mengingatkan saya pada citra ramah lingkungan.	28,11	22,003	,687	,534	,899

5. Menurut saya, logo (Nature Republic, Face Shop, The Saem ) telah mewakili citra ramah lingkungan.	28,18	21,443	,720	,575	,896
6. Menurut saya, slogan (Nature Republic, Face Shop, The Saem ) telah menunjukkan citra ramah lingkungan.	28,18	21,078	,770	,674	,892
7. Menurut saya, interior toko (Nature Republic, Face Shop, The Saem ) telah mengekspresikan citra ramah lingkungan.	28,17	21,910	,674	,547	,900
8. Menurut saya, pajangan (Nature Republic, Face Shop, The Saem) telah mengekspresikan citra ramah lingkungan.	28,15	20,639	,785	,668	,890

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
32,19	27,885	5,281	8

#### RELIABILITY

```

/VARIABLES=@1.NatureRepublicFaceShopTheSaemmasukprodukprodukunggulandalam
@2.NatureRepublicFaceShopTheSaemmasukprodukprodukunggulandenga
@3.NatureRepublicFaceShopTheSaemmasukprodukproduk dengandesainu
@4.NatureRepublicFaceShopTheSaemmasukprodukproduk dengankemasan
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

#### Case Processing Summary

		N	%
Cases	Valid	244	100,0
	Excluded <sup>a</sup>	0	,0

Total	244	100,0
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a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,781	,781	4

#### Item Statistics

	Mean	Std. Deviation	N
1. (Nature Republic, Face Shop, The Saem ) memasok produk-produk unggulan dalam bidang kosmetik .	4,11	,786	244
2. (Nature Republic, Face Shop, The Saem ) memasok produk-produk unggulan dengan harga yang sesuai .	4,01	,796	244
3. (Nature Republic, Face Shop, The Saem ) memasok produk-produk dengan desain unggulan.	4,01	,775	244
4. (Nature Republic, Face Shop, The Saem) memasok produk-produk dengan kemasan unggulan.	4,11	,815	244

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4,058	4,008	4,111	,102	1,026	,003	4

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. (Nature Republic, Face Shop, The Saem ) memasok produk-produk unggulan dalam bidang kosmetik .	12,12	3,656	,599	,378	,721
2. (Nature Republic, Face Shop, The Saem ) memasok produk-produk unggulan dengan harga yang sesuai .	12,23	3,747	,549	,311	,747
3. (Nature Republic, Face Shop, The Saem ) memasok produk-produk dengan desain unggulan.	12,23	3,673	,605	,389	,718
4. (Nature Republic, Face Shop, The Saem) memasok produk-produk dengan kemasan unggulan.	12,13	3,585	,592	,357	,725

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16,23	6,073	2,464	4

#### RELIABILITY

```

/VARIABLES=@1.NatureRepublicFaceShopTheSaemmemasokprodukproduk yang stabil
dis
@2.NatureRepublicFaceShopTheSaemmemasokprodukproduk yang stabil
den
@3.NatureRepublicFaceShopTheSaemmemasokprodukproduk yang stabil
den
@4.NatureRepublicFaceShopTheSaemmemasokprodukproduk yang stabil
den
@5.NatureRepublicFaceShopTheSaemmemasokprodukproduk yang stabil
den

```



```

/SCALE ('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

**Case Processing Summary**

		N	%
Cases	Valid	244	100,0
	Excluded <sup>a</sup>	0	,0
	Total	244	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,819	,819	5

**Item Statistics**

	Mean	Std. Deviation	N
1. (Nature Republic, Face Shop, The Saem ) memasok produk-produk yang stabil disesuaikan dengan harga.	3,99	,841	244
2. (Nature Republic, Face Shop, The Saem ) memasok produk-produk yang stabil dengan berbagai kapasitas.	3,97	,761	244

3. (Nature Republic, Face Shop, The Saem) memasok produk-produk yang stabil dengan desain yang terus ditingkatkan.	4,06	,781	244
4. (Nature Republic, Face Shop, The Saem) memasok produk-produk yang stabil dengan fungsi yang terus ditingkatkan.	4,10	,769	244
5. (Nature Republic, Face Shop, The Saem ) memasok produk-produk yang stabil dengan kualitas yang terus ditingkatkan.	4,12	,747	244

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4,048	3,971	4,119	,148	1,037	,004	5

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. (Nature Republic, Face Shop, The Saem ) memasok produk-produk yang stabil disesuaikan dengan harga.	16,25	5,489	,671	,492	,765
2. (Nature Republic, Face Shop, The Saem ) memasok produk-produk yang stabil dengan berbagai kapasitas.	16,27	6,034	,596	,418	,788

3. (Nature Republic, Face Shop, The Saem) memasok produk-produk yang stabil dengan desain yang terus ditingkatkan.	16,18	5,934	,604	,408	,786
4. (Nature Republic, Face Shop, The Saem) memasok produk-produk yang stabil dengan fungsi yang terus ditingkatkan.	16,14	6,016	,593	,394	,789
5. (Nature Republic, Face Shop, The Saem ) memasok produk-produk yang stabil dengan kualitas yang terus ditingkatkan.	16,12	6,100	,592	,376	,790

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20,24	8,843	2,974	5

#### RELIABILITY

```

/VARIABLES=@1.HargadariNatureRepublicFaceShopTheSaemmasukakal
@2.NatureRepublicFaceShopTheSaemmematokhargayangidealuntukpembel
@3.HargadariNatureRepublicFaceShopTheSaemekonomis
@4.HargadariNatureRepublicFaceShopTheSaemtidakmembebanisaya
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

#### Case Processing Summary

		N	%
Cases	Valid	244	100,0
	Excluded <sup>a</sup>	0	,0
	Total	244	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
,857	4

#### RELIABILITY

```

/VARIABLES=@1.HargadariNatureRepublicFaceShopTheSaemmasukakal
@2.NatureRepublicFaceShopTheSaemmematokhargayangidealuntukpembel
@3.HargadariNatureRepublicFaceShopTheSaemekonomis
@4.HargadariNatureRepublicFaceShopTheSaemtidakmembebanisaya
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

#### Case Processing Summary

		N	%
Cases	Valid	244	100,0
	Excluded <sup>a</sup>	0	,0
	Total	244	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,857	,859	4

#### Item Statistics

	Mean	Std. Deviation	N
1. Harga dari (Nature Republic, Face Shop, The Saem ) masuk akal.	4,01	,875	244

2. (Nature Republic, Face Shop, The Saem ) mematok harga yang ideal untuk pembelian produk.	3,95	,817	244
3. Harga dari (Nature Republic, Face Shop, The Saem ) ekonomis.	3,78	1,001	244
4. Harga dari (Nature Republic, Face Shop, The Saem ) tidak membebani saya.	3,94	,882	244

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,920	3,783	4,008	,225	1,060	,009	4

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. Harga dari (Nature Republic, Face Shop, The Saem ) masuk akal.	11,67	5,439	,685	,498	,825

2. (Nature Republic, Face Shop, The Saem ) mematok harga yang ideal untuk pembelian produk.	11,73	5,628	,697	,517	,821
3. Harga dari (Nature Republic, Face Shop, The Saem ) ekonomis.	11,90	4,800	,729	,550	,809
4. Harga dari (Nature Republic, Face Shop, The Saem ) tidak membebani saya.	11,74	5,347	,705	,530	,817

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
15,68	9,000	3,000	4

#### RELIABILITY

```

/VARIABLES=@1.TokoNatureRepublicFaceShopTheSaemterletakdikawasanbisnisutama
@2.TokoNatureRepublicFaceShopTheSaemterletakdikawasanyangnyamanu
@3.TokoNatureRepublicFaceShopTheSaemterletakdikawasanyangmudahun
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

**Case Processing Summary**

	N	%
Valid	244	100,0
Cases Excluded <sup>a</sup>	0	,0
Total	244	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,698	,696	3

#### Item Statistics

	Mean	Std. Deviation	N
1. Toko (Nature Republic, Face Shop, The Saem) terletak di kawasan bisnis utama.	4,11	,773	244
2. Toko (Nature Republic, Face Shop, The Saem ) terletak di kawasan yang nyaman untuk dikunjungi.	4,22	,679	244
3. Toko (Nature Republic, Face Shop, The Saem) terletak di kawasan yang mudah untuk ditemukan.	4,03	,813	244

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4,119	4,029	4,221	,193	1,048	,009	3

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. Toko (Nature Republic, Face Shop, The Saem) terletak di kawasan bisnis utama.	8,25	1,530	,570	,339	,532

2. Toko (Nature Republic, Face Shop, The Saem ) terletak di kawasan yang nyaman untuk dikunjungi.	8,14	1,953	,424	,180	,710
3. Toko (Nature Republic, Face Shop, The Saem) terletak di kawasan yang mudah untuk ditemukan.	8,33	1,456	,561	,334	,546

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12,36	3,218	1,794	3

#### RELIABILITY

```

/VARIABLES=@1.NatureRepublicFaceShopTheSaemmemilikipenataanpenyusunanproduk
@2.PajanganprodukdiNatureRepublicFaceShopTheSaemmempermudahkonsu
@3.KonsumendapatdenganmudahmenggunakanprodukdalamNatureRepublicF
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

#### Case Processing Summary

		N	%
Cases	Valid	244	100,0
	Excluded <sup>a</sup>	0	,0
	Total	244	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,772	,770	3

#### Item Statistics

	Mean	Std. Deviation	N
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1. (Nature Republic, Face Shop, The Saem) memiliki penataan/ penyusunan produk yang efisien.	4,14	,777	244
2. Pajangan produk di (Nature Republic, Face Shop, The Saem) mempermudah konsumen untuk mencari produk.	4,11	,737	244
3. Konsumen dapat dengan mudah menggunakan produk dalam (Nature Republic, Face Shop, The Saem ).	4,14	,787	244

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4,127	4,111	4,135	,025	1,006	,000	3

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. (Nature Republic, Face Shop, The Saem) memiliki penataan/ penyusunan produk yang efisien.	8,25	1,742	,630	,423	,665
2. Pajangan produk di (Nature Republic, Face Shop, The Saem) mempermudah konsumen untuk mencari produk.	8,27	1,992	,529	,282	,773

3. Konsumen dapat dengan mudah menggunakan produk dalam (Nature Republic, Face Shop, The Saem ).	8,25	1,668	,664	,453	,625
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#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12,38	3,636	1,907	3

#### RELIABILITY

```

/VARIABLES=@1.SuhutokoNatureRepublicFaceShopTheSaemnyaman
@2.PencahayaantokoNatureRepublicFaceShopTheSaemterang
@3.UdaraditokoNatureRepublicFaceShopTheSaemsegar
@4.SuaramusikditokoNatureRepublicFaceShopTheSaemnyaman
@5.TokoNatureRepublicFaceShopTheSaemtidaksesaksempit
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

#### Case Processing Summary

		N	%
Cases	Valid	244	100,0
	Excluded <sup>a</sup>	0	,0
	Total	244	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,836	,838	5

#### Item Statistics

	Mean	Std. Deviation	N
1. Suhu toko (Nature Republic, Face Shop, The Saem ) nyaman .	4,23	,710	244
2. Pencahayaan toko (Nature Republic, Face Shop, The Saem) terang.	4,26	,735	244
3. Udara di toko (Nature Republic, Face Shop, The Saem ) segar.	4,16	,720	244
4. Suara musik di toko (Nature Republic, Face Shop, The Saem) nyaman .	4,15	,787	244
5. Toko (Nature Republic, Face Shop, The Saem ) tidak sesak/sempit.	4,19	,764	244

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4,197	4,148	4,262	,115	1,028	,002	5

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. Suhu toko (Nature Republic, Face Shop, The Saem ) nyaman .	16,76	5,493	,710	,573	,784
2. Pencahayaan toko (Nature Republic, Face Shop, The Saem) terang.	16,72	5,659	,619	,399	,808
3. Udara di toko (Nature Republic, Face Shop, The Saem ) segar.	16,83	5,682	,629	,440	,806

4. Suara musik di toko (Nature Republic, Face Shop, The Saem) nyaman .	16,84	5,619	,569	,352	,824
5. Toko (Nature Republic, Face Shop, The Saem ) tidak sesak/sempit.	16,79	5,401	,669	,500	,794

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20,98	8,362	2,892	5

#### RELIABILITY

```

/VARIABLES=@1.PelanggandapatlangsungmencobaNatureRepublicFaceShopTheSaem
@2.Pelanggandapatlangsungmencobamakeupsepertimascarashadowbrush1
@3.NatureRepublicFaceShopTheSaemmenyediakaninformasibahwapelang
@4.NatureRepublicFaceShopTheSaemmemilikiberagamprodukyangdapatdi
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

#### Case Processing Summary

		N	%
Cases	Valid	244	100,0
	Excluded <sup>a</sup>	0	,0
	Total	244	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,843	,844	4

#### Item Statistics

	Mean	Std. Deviation	N
1. Pelanggan dapat langsung mencoba (Nature Republic, Face Shop, The Saem).	4,07	,914	244
2. Pelanggan dapat langsung mencoba make-up seperti mascara, shadow, brush, lip, dan eyeliner di dalam toko (Nature Republic, Face Shop, The Saem).	4,08	,845	244
3. (Nature Republic, Face Shop, The Saem ) menyediakan informasi bahwa pelanggan dapat mencoba produk-produknya.	4,10	,836	244
4. (Nature Republic, Face Shop, The Saem) memiliki beragam produk yang dapat digunakan.	4,16	,763	244

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4,101	4,066	4,164	,098	1,024	,002	4

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. Pelanggan dapat langsung mencoba (Nature Republic, Face Shop, The Saem).	12,34	4,324	,666	,452	,808

2. Pelanggan dapat langsung mencoba make-up seperti mascara, shadow, brush, lip, dan eyeliner di dalam toko (Nature Republic, Face Shop, The Saem).	12,33	4,427	,717	,528	,783
3. (Nature Republic, Face Shop, The Saem ) menyediakan informasi bahwa pelanggan dapat mencoba produk-produknya.	12,31	4,592	,670	,451	,804
4. (Nature Republic, Face Shop, The Saem) memiliki beragam produk yang dapat digunakan.	12,24	4,867	,666	,469	,807

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16,41	7,691	2,773	4

#### RELIABILITY

```

/VARIABLES=@1.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
@2.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
@3.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
@4.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
@5.KonsultanNatureRepublicFaceShopTheSaemmemilikipengetahuanyang
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

#### Case Processing Summary

	N	%
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Valid	244	100,0
Cases Excluded <sup>a</sup>	0	,0
Total	244	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,899	,899	5

#### Item Statistics

	Mean	Std. Deviation	N
1. Konsultan (Nature Republic, Face Shop, The Saem) menjelaskan dengan cermat karakteristik produk.	4,06	,851	244
2.Konsultan (Nature Republic, Face Shop, The Saem ) menjelaskan dengan cermat efisiensi produk.	3,98	,831	244
3. Konsultan (Nature Republic, Face Shop, The Saem ) menjelaskan dengan cermat mengenai informasi tentang trend make-up	3,99	,863	244
4. Konsultan (Nature Republic, Face Shop, The Saem) menjelaskan dengan cermat cara perawatan kulit	4,02	,826	244
.			

5. Konsultan (Nature Republic, Face Shop, The Saem) memiliki pengetahuan yang banyak mengenai produk-produknya.	4,11	,813	244
---	------	------	-----

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4,034	3,984	4,115	,131	1,033	,003	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. Konsultan (Nature Republic, Face Shop, The Saem) menjelaskan dengan cermat karakteristik produk.	16,11	7,918	,801	,669	,865
2.Konsultan (Nature Republic, Face Shop, The Saem ) menjelaskan dengan cermat efisiensi produk.	16,19	8,261	,738	,614	,879
3. Konsultan (Nature Republic, Face Shop, The Saem ) menjelaskan dengan cermat mengenai informasi tentang trend make-up	16,18	8,110	,738	,567	,880
4. Konsultan (Nature Republic, Face Shop, The Saem) menjelaskan dengan cermat cara perawatan kulit .	16,15	8,283	,739	,620	,879



5. Konsultan (Nature Republic, Face Shop, The Saem) memiliki pengetahuan yang banyak mengenai produk-produknya.	16,06	8,375	,731	,583	,881
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**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
20,17	12,481	3,533	5

## Lampiran 6 Hasil Uji Validitas dan Reliabilitas Produk The Face Shop

### RELIABILITY

```

/VARIABLES=@1.NatureRepublicFaceShopTheSaemmemberikankesanyangkuatbagisaya
@2.NatureRepublicFaceShopTheSaemmenarikperhatiansaya
@3.NatureRepublicFaceShopTheSaemmembangkitkanniatsayauntukmelaku
@4.SayamerasakanemosiyangspesialpadaNatureRepublicFaceShopTheSae
@5.SayamerasasenangpadaNatureRepublicFaceShopTheSaem
@6.SayamerasapuaspadaNatureRepublicFaceShopTheSaem
@7.NatureRepublicFaceShopTheSaemmembuatsayamemikirkanbanyakhal
@8.NatureRepublicFaceShopTheSaemmemancinggrasaingintahusaya
@9.SayamengetahuifaktafaktabarutentangNatureRepublicFaceShopTheS
@4.Sayamemilikipemikiranhusus tentangNatureRepublicFaceShopTheSa
@11.NatureRepublicFaceShopTheSaemmempengaruhitindakansaya
@12.SayaaktifmengikutieventtentangNatureRepublicFaceShopTheSaem
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

**Case Processing Summary**

		N	%
Cases	Valid	203	99.5
	Excluded <sup>a</sup>	1	.5
	Total	204	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.903	.903	12

**Item Statistics**

	Mean	Std. Deviation	N
1. (Nature Republic, Face Shop, The Saem) memberikan kesan yang kuat bagi saya.	4.43	.801	203

2. (Nature Republic, Face Shop, The Saem ) menarik perhatian saya.	3.98	.675	203
3. (Nature Republic, Face Shop, The Saem)membangkitkan niat saya (untuk melakukan aksi).	3.92	.946	203
4. Saya merasakan emosi yang spesial pada (Nature Republic, Face Shop, The Saem) .	3.83	.909	203
5. Saya merasa senang pada (Nature Republic, Face Shop, The Saem) .	4.26	.787	203
6. Saya merasa puas pada (Nature Republic, Face Shop, The Saem) .	4.09	.778	203
7. (Nature Republic, Face Shop, The Saem ) membuat saya memikirkan banyak hal.	3.85	.999	203
8. (Nature Republic, Face Shop, The Saem) memancing rasa ingin tahu saya.	3.99	.925	203
9. Saya mengetahui fakta-fakta baru tentang (Nature Republic, Face Shop, The Saem) .	3.86	.920	203
10. Saya memiliki pemikiran khusus tentang (Nature Republic, Face Shop, The Saem) .	3.94	.926	203
11. (Nature Republic, Face Shop, The Saem) mempengaruhi tindakan saya.	3.90	1.036	203
12. Saya aktif mengikuti event tentang (Nature Republic, Face Shop, The Saem) .	3.59	1.311	203

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.969	3.586	4.429	.842	1.235	.047	12

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. (Nature Republic, Face Shop, The Saem) memberikan kesan yang kuat bagi saya.	43.20	52.308	.639	.525	.895
2. (Nature Republic, Face Shop, The Saem ) menarik perhatian saya.	43.65	55.408	.447	.383	.903
3. (Nature Republic, Face Shop, The Saem)membangkitkan niat saya (untuk melakukan aksi).	43.70	51.902	.554	.365	.899
4. Saya merasakan emosi yang spesial pada (Nature Republic, Face Shop, The Saem) .	43.80	51.439	.620	.435	.895
5. Saya merasa senang pada (Nature Republic, Face Shop, The Saem) .	43.36	53.144	.574	.411	.898
6. Saya merasa puas pada (Nature Republic, Face Shop, The Saem) .	43.54	54.745	.434	.311	.903
7. (Nature Republic, Face Shop, The Saem ) membuat saya memikirkan banyak hal.	43.77	48.879	.750	.628	.889
8. (Nature Republic, Face Shop, The Saem) memancing rasa ingin tahu saya.	43.64	50.499	.684	.558	.892
9. Saya mengetahui fakta-fakta baru tentang (Nature Republic, Face Shop, The Saem) .	43.77	50.426	.695	.500	.892

10. Saya memiliki pemikiran khusus tentang (Nature Republic, Face Shop, The Saem) .	43.68	50.445	.688	.538	.892
11. (Nature Republic, Face Shop, The Saem) mempengaruhi tindakan saya.	43.73	48.882	.718	.595	.890
12. Saya aktif mengikuti event tentang (Nature Republic, Face Shop, The Saem) .	44.04	45.860	.719	.593	.892

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
47.63	60.354	7.769	12

#### RELIABILITY

```

/VARIABLES=@1.WarnapadaNatureRepublicFaceShopTheSaemmengingatkansayapadacit
@2.TeksturpadaprodukNatureRepublicFaceShopTheSaemmengingatkansay
@3.HurufpadaNatureRepublicFaceShopTheSaemmengingatkansayapadacit
@4.NamamerekpadaNatureRepublicFaceShopTheSaemmengingatkansayapad
@5.MenurutsayalogoNatureRepublicFaceShopTheSaemtelahmewakilicitr
@6.MenurutsayasloganNatureRepublicFaceShopTheSaemtelahmenunjukka
@7.MenurutsayainterioriortokoNatureRepublicFaceShopTheSaemtelahmeng
@8.MenurutsayapajanganNatureRepublicFaceShopTheSaemtelahmengeks
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

**Case Processing Summary**

		N	%
Cases	Valid	203	99.5
	Excluded <sup>a</sup>	1	.5
	Total	204	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

#### Summary Item Statistics

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. Warna pada ( Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra feminim.	27.66	28.207	.777	.675	.907
2. Tekstur pada produk (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra feminim.	27.74	29.667	.708	.545	.912
3. Huruf pada (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra feminim.	27.87	28.195	.740	.568	.910
4. Nama merek pada (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra feminim.	27.60	29.211	.736	.577	.910
5. Menurut saya, logo (Nature Republic, Face Shop, The Saem) telah mewakili citra feminim.	27.71	28.967	.761	.623	.908
6. Menurut saya, slogan (Nature Republic, Face Shop, The Saem ) telah menunjukkan citra feminim.	27.60	29.430	.761	.641	.908
7. Menurut saya, interior toko (Nature Republic, Face Shop, The Saem ) telah mengekspresikan citra feminim.	27.55	30.258	.693	.534	.913
8. Menurut saya, pajangan (Nature Republic, Face Shop, The Saem ) telah mengekspresikan citra feminim.	27.51	30.489	.709	.601	.912

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.951	3.739	4.094	.355	1.095	.013	8

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
31.61	37.844	6.152	8

# RELIABILITY

```

/VARIABLES=@1.WarnapadaNatureRepublicFaceShopTheSaemmengingatkansayapadac_A
@2.TeksturpadaprodukNatureRepublicFaceShopTheSaemmengingatkans_A
@3.HurufpadaNatureRepublicFaceShopTheSaemmengingatkansayapadac_A
@4.NamamerekpadaNatureRepublicFaceShopTheSaemmengingatkansayap_A
@5.MenurutsayalogoNatureRepublicFaceShopTheSaemtela hmewakilici_A
@6.MenurutsayasloganNatureRepublicFaceShopTheSaemtela hmenunjuk_A
@7.Menurutsayainteriori tokoNatureRepublicFaceShopTheSaemtela hme_A
@8.MenurutsayapajanganNatureRepublicFaceShopTheSaemtela hmengek_A
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

## Case Processing Summary

		N	%
Cases	Valid	203	99.5
	Excluded <sup>a</sup>	1	.5
	Total	204	100.0

a. Listwise deletion based on all variables in the procedure.

## Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.887	.886	8

## Item Statistics

	Mean	Std. Deviation	N
1. Warna pada (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra ramah lingkungan.	4.22	.739	203
2. Tekstur pada produk (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra ramah lingkungan.	4.08	.779	203
3. Huruf pada (Nature Republic, Face Shop, The Saem) mengingatkan saya pada citra ramah lingkungan.	3.85	.927	203
4. Nama merek pada (Nature Republic, Face Shop, The Saem) mengingatkan saya pada citra ramah lingkungan.	4.11	.795	203

5. Menurut saya, logo (Nature Republic, Face Shop, The Saem ) telah mewakili citra ramah lingkungan.	4.12	.796	203
6. Menurut saya, slogan (Nature Republic, Face Shop, The Saem ) telah menunjukkan citra ramah lingkungan.	4.10	.808	203
7. Menurut saya, interior toko (Nature Republic, Face Shop, The Saem ) telah mengekspresikan citra ramah lingkungan.	4.06	.833	203
8. Menurut saya, pajangan (Nature Republic, Face Shop, The Saem) telah mengekspresikan citra ramah lingkungan.	4.11	.851	203

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.082	3.852	4.217	.365	1.095	.011	8

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
32.66	23.861	4.885	8

#### RELIABILITY

```

/VARIABLES=@1.NatureRepublicFaceShopTheSaemmemasokprodukprodukunggulandalam
@2.NatureRepublicFaceShopTheSaemmemasokprodukprodukunggulandenga
@3.NatureRepublicFaceShopTheSaemmemasokprodukproduk dengandesainu
@4.NatureRepublicFaceShopTheSaemmemasokprodukproduk dengankemasan
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

**Case Processing Summary**

	N	%
Valid	203	99.5
Cases Excluded <sup>a</sup>	1	.5
Total	204	100.0

a. Listwise deletion based on all variables in the procedure.



**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. Warna pada (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra ramah lingkungan.	28.44	19.832	.529	.433	.884
2. Tekstur pada produk (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra ramah lingkungan.	28.58	18.721	.672	.591	.871
3. Huruf pada (Nature Republic, Face Shop, The Saem) mengingatkan saya pada citra ramah lingkungan.	28.80	17.812	.663	.511	.872
4. Nama merek pada (Nature Republic, Face Shop, The Saem) mengingatkan saya pada citra ramah lingkungan.	28.55	18.823	.639	.472	.874
5. Menurut saya, logo (Nature Republic, Face Shop, The Saem ) telah mewakili citra ramah lingkungan.	28.53	18.646	.667	.554	.871
6. Menurut saya, slogan (Nature Republic, Face Shop, The Saem ) telah menunjukkan citra ramah lingkungan.	28.56	18.387	.695	.608	.869
7. Menurut saya, interior toko (Nature Republic, Face Shop, The Saem ) telah mengekspresikan citra ramah lingkungan.	28.59	18.530	.647	.515	.873
8. Menurut saya, pajangan (Nature Republic, Face Shop, The Saem) telah mengekspresikan citra ramah lingkungan.	28.54	17.764	.749	.623	.863

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
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.726	.727	4
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#### Item Statistics

	Mean	Std. Deviation	N
1. (Nature Republic, Face Shop, The Saem ) memasok produk-produk unggulan dalam bidang kosmetik .	4.15	.801	203
2. (Nature Republic, Face Shop, The Saem ) memasok produk-produk unggulan dengan harga yang sesuai .	4.10	.758	203
3. (Nature Republic, Face Shop, The Saem ) memasok produk-produk dengan desain unggulan.	4.03	.786	203
4. (Nature Republic, Face Shop, The Saem) memasok produk-produk dengan kemasan unggulan.	4.16	.776	203

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.111	4.034	4.163	.128	1.032	.003	4

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted

1. (Nature Republic, Face Shop, The Saem ) memasok produk-produk unggulan dalam bidang kosmetik .	12.30	3.298	.484	.257	.684
2. (Nature Republic, Face Shop, The Saem ) memasok produk-produk unggulan dengan harga yang sesuai .	12.34	3.296	.536	.305	.653
3. (Nature Republic, Face Shop, The Saem ) memasok produk-produk dengan desain unggulan.	12.41	3.233	.529	.290	.657
4. (Nature Republic, Face Shop, The Saem) memasok produk-produk dengan kemasan unggulan.	12.28	3.302	.512	.295	.667

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
16.44	5.347	2.312	4

#### RELIABILITY

```

/VARIABLES=@1.NatureRepublicFaceShopTheSaemmemasokprodukprodukuyangstabilidis
@2.NatureRepublicFaceShopTheSaemmemasokprodukprodukuyangstabiliden
@3.NatureRepublicFaceShopTheSaemmemasokprodukprodukuyangstabiliden
@4.NatureRepublicFaceShopTheSaemmemasokprodukprodukuyangstabiliden
@5.NatureRepublicFaceShopTheSaemmemasokprodukprodukuyangstabiliden
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

**Case Processing Summary**

		N	%
Cases	Valid	203	99.5
	Excluded <sup>a</sup>	1	.5

Total	204	100.0
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a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.780	.779	5

#### Item Statistics

	Mean	Std. Deviation	N
1. (Nature Republic, Face Shop, The Saem ) memasok produk-produk yang stabil disesuaikan dengan harga.	4.11	.770	203
2. (Nature Republic, Face Shop, The Saem ) memasok produk-produk yang stabil dengan berbagai kapasitas.	4.04	.750	203
3. (Nature Republic, Face Shop, The Saem) memasok produk-produk yang stabil dengan desain yang terus ditingkatkan.	4.15	.739	203
4. (Nature Republic, Face Shop, The Saem) memasok produk-produk yang stabil dengan fungsi yang terus ditingkatkan.	4.13	.749	203
5. (Nature Republic, Face Shop, The Saem ) memasok produk-produk yang stabil dengan kualitas yang terus ditingkatkan.	4.20	.752	203

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.126	4.039	4.197	.158	1.039	.003	5

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. (Nature Republic, Face Shop, The Saem ) memasok produk-produk yang stabil disesuaikan dengan harga.	16.52	4.795	.630	.415	.712
2. (Nature Republic, Face Shop, The Saem ) memasok produk-produk yang stabil dengan berbagai kapasitas.	16.59	5.104	.544	.362	.742
3. (Nature Republic, Face Shop, The Saem) memasok produk-produk yang stabil dengan desain yang terus ditingkatkan.	16.48	5.241	.510	.296	.753
4. (Nature Republic, Face Shop, The Saem) memasok produk-produk yang stabil dengan fungsi yang terus ditingkatkan.	16.50	5.142	.532	.347	.746
5. (Nature Republic, Face Shop, The Saem ) memasok produk-produk yang stabil dengan kualitas yang terus ditingkatkan.	16.43	5.078	.551	.336	.739

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
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20.63	7.511	2.741	5
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#### RELIABILITY

```

/VARIABLES=@1.HargadariNatureRepublicFaceShopTheSaemmasukakal
@2.NatureRepublicFaceShopTheSaemmematokhargayangidealuntukpembel
@3.HargadariNatureRepublicFaceShopTheSaemekonomis
@4.HargadariNatureRepublicFaceShopTheSaemtidakmembebanisaya
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

#### Case Processing Summary

		N	%
Cases	Valid	203	99.5
	Excluded <sup>a</sup>	1	.5
	Total	204	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.753	.755	4

#### Item Statistics

	Mean	Std. Deviation	N
1. Harga dari (Nature Republic, Face Shop, The Saem ) masuk akal.	4.17	.791	203
2. (Nature Republic, Face Shop, The Saem ) mematok harga yang ideal untuk pembelian produk.	4.11	.716	203
3. Harga dari (Nature Republic, Face Shop, The Saem ) ekonomis.	3.95	.929	203

4. Harga dari (Nature Republic, Face Shop, The Saem ) tidak membebani saya.	4.14	.754	203
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**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.091	3.946	4.167	.222	1.056	.010	4

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. Harga dari (Nature Republic, Face Shop, The Saem ) masuk akal.	12.20	3.694	.522	.316	.710
2. (Nature Republic, Face Shop, The Saem ) mematok harga yang ideal untuk pembelian produk.	12.26	3.924	.518	.323	.714
3. Harga dari (Nature Republic, Face Shop, The Saem ) ekonomis.	12.42	3.076	.603	.388	.668
4. Harga dari (Nature Republic, Face Shop, The Saem ) tidak membebani saya.	12.22	3.688	.569	.367	.686

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
16.36	5.906	2.430	4

RELIABILITY

```

/VARIABLES=@1.TokoNatureRepublicFaceShopTheSaemterletakdikawasanbisnisutama
@2.TokoNatureRepublicFaceShopTheSaemterletakdikawasanyangnyamanu
@3.TokoNatureRepublicFaceShopTheSaemterletakdikawasanyangmudahun
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

#### Case Processing Summary

	N	%
Valid	203	99.5
Cases Excluded <sup>a</sup>	1	.5
Total	204	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.574	.569	3

#### Item Statistics

	Mean	Std. Deviation	N
1. Toko (Nature Republic, Face Shop, The Saem) terletak di kawasan bisnis utama.	4.18	.737	203
2. Toko (Nature Republic, Face Shop, The Saem ) terletak di kawasan yang nyaman untuk dikunjungi.	4.26	.677	203
3. Toko (Nature Republic, Face Shop, The Saem) terletak di kawasan yang mudah untuk ditemukan.	4.04	.810	203



#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.159	4.044	4.256	.212	1.052	.011	3

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. Toko (Nature Republic, Face Shop, The Saem) terletak di kawasan bisnis utama.	8.30	1.370	.449	.226	.371
2. Toko (Nature Republic, Face Shop, The Saem ) terletak di kawasan yang nyaman untuk dikunjungi.	8.22	1.748	.268	.072	.628
3. Toko (Nature Republic, Face Shop, The Saem) terletak di kawasan yang mudah untuk ditemukan.	8.43	1.227	.447	.228	.368

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.48	2.686	1.639	3

#### RELIABILITY

```

/VARIABLES=@1.NatureRepublicFaceShopTheSaemmemilikipenataanpenyusunanproduk
@2.PajanganprodukdiNatureRepublicFaceShopTheSaemmempermudahkonsu
@3.KonsumendapatdenganmudahmenggunakanprodukdalamNatureRepublicF
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

#### Case Processing Summary

	N	%
Valid	203	99.5
Cases Excluded <sup>a</sup>	1	.5
Total	204	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.684	.682	3

#### Item Statistics

	Mean	Std. Deviation	N
1. (Nature Republic, Face Shop, The Saem) memiliki penataan/ penyusunan produk yang efisien.	4.19	.763	203
2. Pajangan produk di (Nature Republic, Face Shop, The Saem) mempermudah konsumen untuk mencari produk.	4.14	.734	203
3. Konsumen dapat dengan mudah menggunakan produk dalam (Nature Republic, Face Shop, The Saem ).	4.19	.761	203

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.174	4.143	4.192	.049	1.012	.001	3

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. (Nature Republic, Face Shop, The Saem) memiliki penataan/ penyusunan produk yang efisien.	8.33	1.509	.550	.327	.519
2. Pajangan produk di (Nature Republic, Face Shop, The Saem) mempermudah konsumen untuk mencari produk.	8.38	1.791	.403	.163	.704
3. Konsumen dapat dengan mudah menggunakan produk dalam (Nature Republic, Face Shop, The Saem ).	8.33	1.521	.545	.324	.526

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.52	3.122	1.767	3

#### RELIABILITY

```

/VARIABLES=@1.SuhutokoNatureRepublicFaceShopTheSaemnyaman
@2.PencahayaantokoNatureRepublicFaceShopTheSaemterang
@3.UdaraditokoNatureRepublicFaceShopTheSaemsegar
@4.SuaramusikditokoNatureRepublicFaceShopTheSaemnyaman
@5.TokoNatureRepublicFaceShopTheSaemtidaksesaksempit
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

#### Case Processing Summary

	N	%
Valid	203	99.5
Cases Excluded <sup>a</sup>	1	.5
Total	204	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.794	.795	5

#### Item Statistics

	Mean	Std. Deviation	N
1. Suhu toko (Nature Republic, Face Shop, The Saem ) nyaman .	4.23	.718	203
2. Pencahayaan toko (Nature Republic, Face Shop, The Saem) terang.	4.29	.770	203
3. Udara di toko (Nature Republic, Face Shop, The Saem ) segar.	4.11	.753	203
4. Suara musik di toko (Nature Republic, Face Shop, The Saem) nyaman .	4.18	.782	203
5. Toko (Nature Republic, Face Shop, The Saem ) tidak sesak/sempit.	4.26	.768	203

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.215	4.113	4.291	.177	1.043	.005	5

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. Suhu toko (Nature Republic, Face Shop, The Saem ) nyaman .	16.84	5.223	.656	.518	.730

2. Pencahayaan toko (Nature Republic, Face Shop, The Saem) terang.	16.78	5.369	.540	.334	.766
3. Udara di toko (Nature Republic, Face Shop, The Saem ) segar.	16.96	5.493	.519	.312	.773
4. Suara musik di toko (Nature Republic, Face Shop, The Saem) nyaman .	16.90	5.361	.530	.308	.770
5. Toko (Nature Republic, Face Shop, The Saem ) tidak sesak/sempit.	16.81	5.103	.633	.485	.736

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.07	7.891	2.809	5

#### RELIABILITY

```

/VARIABLES=@1.PelanggandapatlangsungmencobaNatureRepublicFaceShopTheSaem
@2.Pelanggandapatlangsungmencobamakeupsepertimascarashadowbrush1
@3.NatureRepublicFaceShopTheSaemmenyediakaninformasibahwapelangg
@4.NatureRepublicFaceShopTheSaemmemilikiberagamprodukyangdapatdi
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

#### Case Processing Summary

	N	%
Valid	203	99.5
Cases Excluded <sup>a</sup>	1	.5
Total	204	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.775	.776	4

#### Item Statistics

	Mean	Std. Deviation	N
1. Pelanggan dapat langsung mencoba (Nature Republic, Face Shop, The Saem).	4.21	.789	203
2. Pelanggan dapat langsung mencoba make-up seperti mascara, shadow, brush, lip, dan eyeliner di dalam toko (Nature Republic, Face Shop, The Saem).	4.16	.748	203
3. (Nature Republic, Face Shop, The Saem ) menyediakan informasi bahwa pelanggan dapat mencoba produk-produknya.	4.14	.784	203
4. (Nature Republic, Face Shop, The Saem) memiliki beragam produk yang dapat digunakan.	4.22	.753	203

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.181	4.138	4.217	.079	1.019	.002	4

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. Pelanggan dapat langsung mencoba (Nature Republic, Face Shop, The Saem).	12.51	3.380	.566	.325	.728
2. Pelanggan dapat langsung mencoba make-up seperti mascara, shadow, brush, lip, dan eyeliner di dalam toko (Nature Republic, Face Shop, The Saem).	12.57	3.484	.574	.379	.723
3. (Nature Republic, Face Shop, The Saem ) menyediakan informasi bahwa pelanggan dapat mencoba produk-produknya.	12.59	3.481	.530	.291	.746
4. (Nature Republic, Face Shop, The Saem) memiliki beragam produk yang dapat digunakan.	12.51	3.311	.646	.441	.686

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.72	5.646	2.376	4

#### RELIABILITY

```

/VARIABLES=@1.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
@2.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
@3.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
@4.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
@5.KonsultanNatureRepublicFaceShopTheSaemmemilikipengetahuanyang
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

### Case Processing Summary

		N	%
Cases	Valid	203	99.5
	Excluded <sup>a</sup>	1	.5
	Total	204	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.851	.851	5

### Item Statistics

	Mean	Std. Deviation	N
1. Konsultan (Nature Republic, Face Shop, The Saem) menjelaskan dengan cermat karakteristik produk.	4.12	.820	203
2. Konsultan (Nature Republic, Face Shop, The Saem ) menjelaskan dengan cermat efisiensi produk.	4.08	.801	203
3. Konsultan (Nature Republic, Face Shop, The Saem ) menjelaskan dengan cermat mengenai informasi tentang trend make-up	4.05	.866	203
4. Konsultan (Nature Republic, Face Shop, The Saem) menjelaskan dengan cermat cara perawatan kulit .	4.13	.786	203



5. Konsultan (Nature Republic, Face Shop, The Saem) memiliki pengetahuan yang banyak mengenai produk-produknya.	4.22	.774	203
---	------	------	-----

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.121	4.049	4.222	.172	1.043	.004	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. Konsultan (Nature Republic, Face Shop, The Saem) menjelaskan dengan cermat karakteristik produk.	16.48	6.498	.743	.604	.798
2. Konsultan (Nature Republic, Face Shop, The Saem ) menjelaskan dengan cermat efisiensi produk.	16.52	6.835	.669	.539	.818
3. Konsultan (Nature Republic, Face Shop, The Saem ) menjelaskan dengan cermat mengenai informasi tentang trend make-up	16.56	6.634	.649	.445	.825
4. Konsultan (Nature Republic, Face Shop, The Saem) menjelaskan dengan cermat cara perawatan kulit .	16.48	7.092	.614	.521	.833
5. Konsultan (Nature Republic, Face Shop, The Saem) memiliki pengetahuan yang banyak mengenai produk-produknya.	16.38	7.060	.637	.524	.827

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
20.61	10.280	3.206	5

## Lampiran 7 Hasil Uji Validitas dan Reliabilitas Produk The Saem

```

/VARIABLES=@1.NatureRepublicFaceShopTheSaemmemberikankesanyangkuatbagisaya
@2.NatureRepublicFaceShopTheSaemmenarikperhatiansaya
@3.NatureRepublicFaceShopTheSaemmembangkitkanniatsayauntukmelaku
@4.SayamerasakanemosiyangspesialpadaNatureRepublicFaceShopTheSae
@5.SayamerasasenangpadaNatureRepublicFaceShopTheSaem
@6.SayamerasapuaspadaNatureRepublicFaceShopTheSaem
@7.NatureRepublicFaceShopTheSaemmembuatsayamemikirkanbanyakhal
@8.NatureRepublicFaceShopTheSaemmancinggrasaingintahusaya
@9.SayamengetahuifaktafaktabarutentangNatureRepublicFaceShopTheS
@10.SayamemilikipemikiranhususentangNatureRepublicFaceShopTheSa
@11.NatureRepublicFaceShopTheSaemmempengaruhitindakansaya
@12.SayaaktifmengikutieventtentangNatureRepublicFaceShopTheSaem
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS

```

**Case Processing Summary**

		N	%
Cases	Valid	154	100.0
	Excluded <sup>a</sup>	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.806	.804	12

**Item Statistics**

	Mean	Std. Deviation	N
1. (Nature Republic, Face Shop, The Saem) memberikan kesan yang kuat bagi saya.	4.62	.658	154
2. (Nature Republic, Face Shop, The Saem ) menarik perhatian saya.	4.09	.541	154

3. (Nature Republic, Face Shop, The Saem)membangkitkan niat saya (untuk melakukan aksi).	4.11	.867	154
4. Saya merasakan emosi yang spesial pada (Nature Republic, Face Shop, The Saem) .	4.08	.710	154
5. Saya merasa senang pada (Nature Republic, Face Shop, The Saem) .	4.39	.726	154
6. Saya merasa puas pada (Nature Republic, Face Shop, The Saem) .	4.16	.736	154
7. (Nature Republic, Face Shop, The Saem ) membuat saya memikirkan banyak hal.	4.21	.741	154
8. (Nature Republic, Face Shop, The Saem) memancing rasa ingin tahu saya.	4.29	.674	154
9. Saya mengetahui fakta-fakta baru tentang (Nature Republic, Face Shop, The Saem) .	4.10	.785	154
10. Saya memiliki pemikiran khusus tentang (Nature Republic, Face Shop, The Saem) .	4.22	.743	154
11. (Nature Republic, Face Shop, The Saem) mempengaruhi tindakan saya.	4.25	.786	154
12. Saya aktif mengikuti event tentang (Nature Republic, Face Shop, The Saem) .	4.08	1.000	154

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.217	4.078	4.623	.545	1.134	.026	12

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
50.60	26.215	5.120	12

RELIABILITY

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. (Nature Republic, Face Shop, The Saem) memberikan kesan yang kuat bagi saya.	45.98	22.621	.505	.435	.788
2. (Nature Republic, Face Shop, The Saem ) menarik perhatian saya.	46.51	24.892	.191	.282	.811
3. (Nature Republic, Face Shop, The Saem)membangkitkan niat saya (untuk melakukan aksi).	46.49	22.696	.335	.265	.805
4. Saya merasakan emosi yang spesial pada (Nature Republic, Face Shop, The Saem) .	46.53	22.146	.534	.361	.785
5. Saya merasa senang pada (Nature Republic, Face Shop, The Saem) .	46.21	22.627	.443	.425	.793
6. Saya merasa puas pada (Nature Republic, Face Shop, The Saem) .	46.44	23.111	.362	.320	.800
7. (Nature Republic, Face Shop, The Saem ) membuat saya memikirkan banyak hal.	46.39	22.305	.480	.359	.790
8. (Nature Republic, Face Shop, The Saem) memancing rasa ingin tahu saya.	46.32	23.343	.372	.271	.799
9. Saya mengetahui fakta-fakta baru tentang (Nature Republic, Face Shop, The Saem) .	46.50	21.480	.566	.378	.781
11. (Nature Republic, Face Shop, The Saem) mempengaruhi tindakan saya.	46.36	21.839	.511	.474	.787
10. Saya aktif mengikuti event tentang (Nature Republic, Face Shop, The Saem) .	46.53	20.238	.553	.414	.783
12. Saya memiliki pemikiran khusus tentang (Nature Republic, Face Shop, The Saem) .	46.38	21.689	.574	.461	.781

```

/VARIABLES=@1.WarnapadaNatureRepublicFaceShopTheSaemmengingatkansayapadacit
@2.TeksturpadaprodukNatureRepublicFaceShopTheSaemmengingatkansay
@3.HurufpadaNatureRepublicFaceShopTheSaemmengingatkansayapadacit
@4.NamamerekpadaNatureRepublicFaceShopTheSaemmengingatkansayapad
@5.MenurutsayalogoNatureRepublicFaceShopTheSaemtelahmewakilicitr
@6.MenurutsayasloganNatureRepublicFaceShopTheSaemtelahmenunjukka
@7.MenurutsayainterioriortokoNatureRepublicFaceShopTheSaemtelahmeng
@8.MenurutsayapajanganNatureRepublicFaceShopTheSaemtelahmengeks
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

#### Case Processing Summary

		N	%
Cases	Valid	154	100.0
	Excluded <sup>a</sup>	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.855	.855	8

#### Item Statistics

	Mean	Std. Deviation	N
1. Warna pada ( Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra feminim.	4.27	.850	154

2. Tekstur pada produk (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra feminim.	4.14	.771	154
3. Huruf pada (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra feminim.	4.12	.855	154
4. Nama merek pada (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra feminim.	4.30	.785	154
5. Menurut saya, logo (Nature Republic, Face Shop, The Saem) telah mewakili citra feminim.	4.19	.798	154
6. Menurut saya, slogan (Nature Republic, Face Shop, The Saem ) telah menunjukkan citra feminim.	4.26	.807	154
7. Menurut saya, interior toko (Nature Republic, Face Shop, The Saem ) telah mengekspresikan citra feminim.	4.29	.730	154
8. Menurut saya, pajangan (Nature Republic, Face Shop, The Saem ) telah mengekspresikan citra feminim.	4.34	.743	154

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.238	4.117	4.338	.221	1.054	.006	8

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
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**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. Warna pada ( Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra feminim.	29.63	15.006	.646	.611	.831
2. Tekstur pada produk (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra feminim.	29.76	15.870	.573	.496	.840
3. Huruf pada (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra feminim.	29.79	15.346	.583	.390	.839
4. Nama merek pada (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra feminim.	29.60	16.019	.533	.385	.845
5. Menurut saya, logo (Nature Republic, Face Shop, The Saem) telah mewakili citra feminim.	29.71	15.486	.614	.515	.835
6. Menurut saya, slogan (Nature Republic, Face Shop, The Saem ) telah menunjukkan citra feminim.	29.64	15.238	.650	.584	.831
7. Menurut saya, interior toko (Nature Republic, Face Shop, The Saem ) telah mengekspresikan citra feminim.	29.62	16.042	.584	.458	.839
8. Menurut saya, pajangan (Nature Republic, Face Shop, The Saem ) telah mengekspresikan citra feminim.	29.56	15.934	.590	.485	.838
33.90	19.984	4.470	8		



# RELIABILITY

```

/VARIABLES=@1.WarnapadaNatureRepublicFaceShopTheSaemmengingatkansayapadac_A
@2.TeksturpadaprodukNatureRepublicFaceShopTheSaemmengingatkans_A
@3.HurufpadaNatureRepublicFaceShopTheSaemmengingatkansayapadac_A
@4.NamamerekpadaNatureRepublicFaceShopTheSaemmengingatkansayap_A
@5.MenurutsayalogoNatureRepublicFaceShopTheSaemtelahmewakilici_A
@6.MenurutsayasloganNatureRepublicFaceShopTheSaemtelahmenunjuk_A
@7.MenurutsayainteriortokoNatureRepublicFaceShopTheSaemtelahme_A
@8.MenurutsayapajanganNatureRepublicFaceShopTheSaemtelahmenge_A
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

**Case Processing Summary**

		N	%
Cases	Valid	154	100.0
	Excluded <sup>a</sup>	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

**Item Statistics**

	Mean	Std. Deviation	N
1. Warna pada (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra ramah lingkungan.	4.38	.606	154
2. Tekstur pada produk (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra ramah lingkungan.	4.30	.658	154
3. Huruf pada (Nature Republic, Face Shop, The Saem) mengingatkan saya pada citra ramah lingkungan.	4.08	.824	154
4. Nama merek pada (Nature Republic, Face Shop, The Saem) mengingatkan saya pada citra ramah lingkungan.	4.32	.644	154
5. Menurut saya, logo (Nature Republic, Face Shop, The Saem ) telah mewakili citra ramah lingkungan.	4.33	.647	154

6. Menurut saya, slogan (Nature Republic, Face Shop, The Saem ) telah menunjukkan citra ramah lingkungan.	4.29	.711	154
7. Menurut saya, interior toko (Nature Republic, Face Shop, The Saem ) telah mengekspresikan citra ramah lingkungan.	4.29	.702	154
8. Menurut saya, pajangan (Nature Republic, Face Shop, The Saem) telah mengekspresikan citra ramah lingkungan.	4.38	.678	154

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.697	.690	8

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.295	4.084	4.383	.299	1.073	.009	8

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
34.36	9.671	3.110	8

#### RELIABILITY

```

/VARIABLES=@1.NatureRepublicFaceShopTheSaemmasukprodukprodukunggulandalam
@2.NatureRepublicFaceShopTheSaemmasukprodukprodukunggulandenga
@3.NatureRepublicFaceShopTheSaemmasukprodukproduk dengandesainu
@4.NatureRepublicFaceShopTheSaemmasukprodukproduk dengankemasan
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. Warna pada (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra ramah lingkungan.	29.99	8.706	.167	.300	.710
2. Tekstur pada produk (Nature Republic, Face Shop, The Saem ) mengingatkan saya pada citra ramah lingkungan.	30.06	7.787	.395	.453	.666
3. Huruf pada (Nature Republic, Face Shop, The Saem) mengingatkan saya pada citra ramah lingkungan.	30.28	6.869	.491	.364	.641
4. Nama merek pada (Nature Republic, Face Shop, The Saem) mengingatkan saya pada citra ramah lingkungan.	30.05	8.174	.294	.261	.687
5. Menurut saya, logo (Nature Republic, Face Shop, The Saem ) telah mewakili citra ramah lingkungan.	30.03	8.045	.329	.310	.680
6. Menurut saya, slogan (Nature Republic, Face Shop, The Saem ) telah menunjukkan citra ramah lingkungan.	30.08	7.327	.477	.451	.647
7. Menurut saya, interior toko (Nature Republic, Face Shop, The Saem ) telah mengekspresikan citra ramah lingkungan.	30.08	7.654	.392	.300	.667
8. Menurut saya, pajangan (Nature Republic, Face Shop, The Saem) telah mengekspresikan citra ramah lingkungan.	29.98	7.235	.541	.442	.633

**Case Processing Summary**

	N	%
Valid	154	100.0
Cases Excluded <sup>a</sup>	0	.0
Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.337	.337	4

#### Item Statistics

	Mean	Std. Deviation	N
1. (Nature Republic, Face Shop, The Saem ) memasok produk-produk unggulan dalam bidang kosmetik .	4.32	.675	154
2. (Nature Republic, Face Shop, The Saem ) memasok produk-produk unggulan dengan harga yang sesuai .	4.25	.652	154
3. (Nature Republic, Face Shop, The Saem ) memasok produk-produk dengan desain unggulan.	4.26	.684	154
4. (Nature Republic, Face Shop, The Saem) memasok produk-produk dengan kemasan unggulan.	4.37	.636	154

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.302	4.253	4.370	.117	1.027	.003	4

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. (Nature Republic, Face Shop, The Saem ) memasok produk-produk unggulan dalam bidang kosmetik .	12.88	1.607	.167	.062	.288
2. (Nature Republic, Face Shop, The Saem ) memasok produk-produk unggulan dengan harga yang sesuai .	12.95	1.534	.241	.084	.201
3. (Nature Republic, Face Shop, The Saem ) memasok produk-produk dengan desain unggulan.	12.95	1.579	.175	.055	.278
4. (Nature Republic, Face Shop, The Saem) memasok produk-produk dengan kemasan unggulan.	12.84	1.732	.127	.071	.331

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.21	2.349	1.533	4

#### RELIABILITY

```

/VARIABLES=@1.NatureRepublicFaceShopTheSaemmemasokprodukproduk yang stabil dis
@2.NatureRepublicFaceShopTheSaemmemasokprodukproduk yang stabil den
@3.NatureRepublicFaceShopTheSaemmemasokprodukproduk yang stabil den
@4.NatureRepublicFaceShopTheSaemmemasokprodukproduk yang stabil den
@5.NatureRepublicFaceShopTheSaemmemasokprodukproduk yang stabil den
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

#### Case Processing Summary

		N	%
Cases	Valid	154	100.0
	Excluded <sup>a</sup>	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.548	.549	5

#### Item Statistics

	Mean	Std. Deviation	N
1. (Nature Republic, Face Shop, The Saem ) memasok produk-produk yang stabil disesuaikan dengan harga.	4.31	.660	154
2. (Nature Republic, Face Shop, The Saem ) memasok produk-produk yang stabil dengan berbagai kapasitas.	4.23	.655	154
3. (Nature Republic, Face Shop, The Saem) memasok produk-produk yang stabil dengan desain yang terus ditingkatkan.	4.30	.687	154
4. (Nature Republic, Face Shop, The Saem) memasok produk-produk yang stabil dengan fungsi yang terus ditingkatkan.	4.31	.708	154

5. (Nature Republic, Face Shop, The Saem ) memasok produk-produk yang stabil dengan kualitas yang terus ditingkatkan.	4.32	.685	154
---	------	------	-----

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.294	4.234	4.325	.091	1.021	.001	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. (Nature Republic, Face Shop, The Saem ) memasok produk-produk yang stabil disesuaikan dengan harga.	17.16	2.764	.413	.240	.431
2. (Nature Republic, Face Shop, The Saem ) memasok produk-produk yang stabil dengan berbagai kapasitas.	17.23	3.082	.259	.143	.521
3. (Nature Republic, Face Shop, The Saem) memasok produk-produk yang stabil dengan desain yang terus ditingkatkan.	17.17	3.069	.235	.099	.536
4. (Nature Republic, Face Shop, The Saem) memasok produk-produk yang stabil dengan fungsi yang terus ditingkatkan.	17.16	2.921	.283	.149	.509
5. (Nature Republic, Face Shop, The Saem ) memasok produk-produk yang stabil dengan kualitas yang terus ditingkatkan.	17.14	2.790	.371	.202	.455

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
21.47	4.107	2.027	5



# RELIABILITY

```

/VARIABLES=@1.HargadariNatureRepublicFaceShopTheSaemmasukakal
@2.NatureRepublicFaceShopTheSaemmematokhargayangidealuntukpembel
@3.HargadariNatureRepublicFaceShopTheSaemekonomis
@4.HargadariNatureRepublicFaceShopTheSaemtidakmembebanisaya
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

**Case Processing Summary**

		N	%
Cases	Valid	154	100.0
	Excluded <sup>a</sup>	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.538	.541	4

**Item Statistics**

	Mean	Std. Deviation	N
1. Harga dari (Nature Republic, Face Shop, The Saem ) masuk akal.	4.35	.691	154

2. (Nature Republic, Face Shop, The Saem ) mematok harga yang ideal untuk pembelian produk.	4.22	.659	154
3. Harga dari (Nature Republic, Face Shop, The Saem ) ekonomis.	4.16	.801	154
4. Harga dari (Nature Republic, Face Shop, The Saem ) tidak membebani saya.	4.31	.650	154

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. Harga dari (Nature Republic, Face Shop, The Saem ) masuk akal.	12.68	2.323	.243	.085	.532
2. (Nature Republic, Face Shop, The Saem ) mematok harga yang ideal untuk pembelian produk.	12.81	2.258	.313	.174	.476
3. Harga dari (Nature Republic, Face Shop, The Saem ) ekonomis.	12.88	1.887	.356	.135	.439
4. Harga dari (Nature Republic, Face Shop, The Saem ) tidak membebani saya.	12.73	2.134	.398	.205	.408

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.258	4.156	4.351	.195	1.047	.008	4

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.03	3.313	1.820	4

# RELIABILITY

```

/VARIABLES=@1.TokoNatureRepublicFaceShopTheSaemterletakdikawasanbisnisutama
@2.TokoNatureRepublicFaceShopTheSaemterletakdikawasanyangnyamanu
@3.TokoNatureRepublicFaceShopTheSaemterletakdikawasanyangmudahun
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

**Case Processing Summary**

	N	%
Valid	154	100.0
Cases Excluded <sup>a</sup>	0	.0
Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.236	.228	3

**Item Statistics**

	Mean	Std. Deviation	N
1. Toko (Nature Republic, Face Shop, The Saem) terletak di kawasan bisnis utama.	4.31	.611	154
2. Toko (Nature Republic, Face Shop, The Saem ) terletak di kawasan yang nyaman untuk dikunjungi.	4.37	.646	154
3. Toko (Nature Republic, Face Shop, The Saem) terletak di kawasan yang mudah untuk ditemukan.	4.16	.745	154

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. Toko (Nature Republic, Face Shop, The Saem) terletak di kawasan bisnis utama.	8.53	1.022	.164	.063	.096
2. Toko (Nature Republic, Face Shop, The Saem ) terletak di kawasan yang nyaman untuk dikunjungi.	8.47	1.153	.019	.004	.390
3. Toko (Nature Republic, Face Shop, The Saem) terletak di kawasan yang mudah untuk ditemukan.	8.68	.767	.210	.064	-.060 <sup>a</sup>

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.281	4.162	4.370	.208	1.050	.011	3

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.84	1.596	1.264	3

#### RELIABILITY

```

/VARIABLES=@1.NatureRepublicFaceShopTheSaemmemilikipenataanpenyusunanproduk
@2.PajanganprodukdiNatureRepublicFaceShopTheSaemmempermudahkonsu
@3.KonsumendapatdenganmudahmenggunakanprodukdalamNatureRepublicF
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE

```

/SUMMARY=TOTAL MEANS .

#### Case Processing Summary

		N	%
Cases	Valid	154	100.0
	Excluded <sup>a</sup>	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.301	.300	3

#### Item Statistics

	Mean	Std. Deviation	N
1. (Nature Republic, Face Shop, The Saem) memiliki penataan/ penyusunan produk yang efisien.	4.37	.646	154
2. Pajangan produk di (Nature Republic, Face Shop, The Saem) mempermudah konsumen untuk mencari produk.	4.26	.655	154
3. Konsumen dapat dengan mudah menggunakan produk dalam (Nature Republic, Face Shop, The Saem ).	4.33	.677	154

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.320	4.260	4.370	.110	1.026	.003	3

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. (Nature Republic, Face Shop, The Saem) memiliki penataan/ penyusunan produk yang efisien.	8.59	.897	.260	.130	.022
2. Pajangan produk di (Nature Republic, Face Shop, The Saem) mempermudah konsumen untuk mencari produk.	8.70	1.191	.009	.000	.529
3. Konsumen dapat dengan mudah menggunakan produk dalam (Nature Republic, Face Shop, The Saem ).	8.63	.849	.261	.130	.006

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.96	1.632	1.278	3

#### RELIABILITY

```

/VARIABLES=@1.SuhutokoNatureRepublicFaceShopTheSaemnyaman
@2.PencahayaantokoNatureRepublicFaceShopTheSaemterang
@3.UdaraditokoNatureRepublicFaceShopTheSaemsegar
@4.SuaramusikditokoNatureRepublicFaceShopTheSaemnyaman
@5.TokoNatureRepublicFaceShopTheSaemtidaksesaksempit
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

### Case Processing Summary

		N	%
Cases	Valid	154	100.0
	Excluded <sup>a</sup>	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.361	.368	5

### Item Statistics

	Mean	Std. Deviation	N
1. Suhu toko (Nature Republic, Face Shop, The Saem ) nyaman .	4.32	.591	154
2. Pencahayaan toko (Nature Republic, Face Shop, The Saem) terang.	4.44	.656	154
3. Udara di toko (Nature Republic, Face Shop, The Saem ) segar.	4.22	.659	154
4. Suara musik di toko (Nature Republic, Face Shop, The Saem) nyaman .	4.31	.652	154

5. Toko (Nature Republic, Face Shop, The Saem ) tidak sesak/sempit.	4.41	.633	154
---	------	------	-----

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.339	4.221	4.435	.214	1.051	.007	5

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. Suhu toko (Nature Republic, Face Shop, The Saem ) nyaman .	17.38	2.053	.274	.288	.236
2. Pencahayaan toko (Nature Republic, Face Shop, The Saem) terang.	17.26	2.324	.056	.078	.410
3. Udara di toko (Nature Republic, Face Shop, The Saem ) segar.	17.47	2.016	.223	.133	.272
4. Suara musik di toko (Nature Republic, Face Shop, The Saem) nyaman .	17.38	2.277	.084	.044	.388
5. Toko (Nature Republic, Face Shop, The Saem ) tidak sesak/sempit.	17.29	1.970	.280	.202	.224

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.69	2.867	1.693	5



# RELIABILITY

```

/VARIABLES=@1.PelanggandapatlangsungmencobaNatureRepublicFaceShopTheSaem
@2.Pelanggandapatlangsungmencobamakeupsepertimascarashadowbrushl
@3.NatureRepublicFaceShopTheSaemmenyediakaninformasibahwapelangg
@4.NatureRepublicFaceShopTheSaemmemilikiberagamproduknyangdapatdi
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

**Case Processing Summary**

	N	%
Valid	154	100.0
Cases Excluded <sup>a</sup>	0	.0
Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.529	.531	4

**Item Statistics**

	Mean	Std. Deviation	N
1. Pelanggan dapat langsung mencoba (Nature Republic, Face Shop, The Saem).	4.38	.648	154
2. Pelanggan dapat langsung mencoba make-up seperti mascara, shadow, brush, lip, dan eyeliner di dalam toko (Nature Republic, Face Shop, The Saem).	4.30	.638	154

3. (Nature Republic, Face Shop, The Saem ) menyediakan informasi bahwa pelanggan dapat mencoba produk-produknya.	4.27	.735	154
4. (Nature Republic, Face Shop, The Saem) memiliki beragam produk yang dapat digunakan.	4.34	.651	154

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.323	4.273	4.377	.104	1.024	.002	4

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. Pelanggan dapat langsung mencoba (Nature Republic, Face Shop, The Saem).	12.92	2.012	.291	.127	.479
2. Pelanggan dapat langsung mencoba make-up seperti mascara, shadow, brush, lip, dan eyeliner di dalam toko (Nature Republic, Face Shop, The Saem).	12.99	2.059	.273	.174	.493
3. (Nature Republic, Face Shop, The Saem ) menyediakan informasi bahwa pelanggan dapat mencoba produk-produknya.	13.02	1.836	.297	.113	.479

4. (Nature Republic, Face Shop, The Saem) memiliki beragam produk yang dapat digunakan.	12.95	1.814	.416	.222	.371
---	-------	-------	------	------	------

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
17.29	2.966	1.722	4

#### RELIABILITY

```

/VARIABLES=@1.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
@2.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
@3.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
@4.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
@5.KonsultanNatureRepublicFaceShopTheSaemmemilikipengetahuanyang
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL MEANS.

```

**Case Processing Summary**

	N	%
Valid	154	100.0
Cases Excluded <sup>a</sup>	0	.0
Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.729	.730	5

**Item Statistics**

	Mean	Std. Deviation	N
1. Konsultan (Nature Republic, Face Shop, The Saem) menjelaskan dengan cermat karakteristik produk.	4.32	.711	154
2.Konsultan (Nature Republic, Face Shop, The Saem ) menjelaskan dengan cermat efisiensi produk.	4.27	.698	154
3. Konsultan (Nature Republic, Face Shop, The Saem ) menjelaskan dengan cermat mengenai informasi tentang trend make-up	4.23	.774	154
4. Konsultan (Nature Republic, Face Shop, The Saem) menjelaskan dengan cermat cara perawatan kulit .	4.28	.719	154
5. Konsultan (Nature Republic, Face Shop, The Saem) memiliki pengetahuan yang banyak mengenai produk-produknya.	4.36	.712	154

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.294	4.234	4.364	.130	1.031	.002	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1. Konsultan (Nature Republic, Face Shop, The Saem) menjelaskan dengan cermat karakteristik produk.	17.15	4.115	.574	.451	.650
2. Konsultan (Nature Republic, Face Shop, The Saem ) menjelaskan dengan cermat efisiensi produk.	17.19	4.485	.441	.405	.701
3. Konsultan (Nature Republic, Face Shop, The Saem ) menjelaskan dengan cermat mengenai informasi tentang trend make-up	17.23	4.206	.464	.265	.694
4. Konsultan (Nature Republic, Face Shop, The Saem) menjelaskan dengan cermat cara perawatan kulit .	17.19	4.350	.471	.437	.690
5. Konsultan (Nature Republic, Face Shop, The Saem) memiliki pengetahuan yang banyak mengenai produk-produknya.	17.10	4.290	.501	.434	.678

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
21.47	6.277	2.505	5



## Lampiran 8 Hasil Regresi Produk Nature Republik

```

COMPUTE BE= (@1.NatureRepublicFaceShopTheSaemmemberikankesanyangkuatbagisaya
+@2.NatureRepublicFaceShopTheSaemmenarikperhatiansaya +
@3.NatureRepublicFaceShopTheSaemmembangkitkanniatsayauntukmelaku
+@4.SayamerasakanemosiyangspesialpadaNatureRepublicFaceShopTheSae
+@5.SayamerasasenangpadaNatureRepublicFaceShopTheSaem
+@6.SayamerasapuaspadaNatureRepublicFaceShopTheSaem
+@7.NatureRepublicFaceShopTheSaemmembuatsayamemikiranbanyakhal
+@8.NatureRepublicFaceShopTheSaemmемancingrasaingintahusaya
+@9.SayamengetahuifaktafaktabarutentangNatureRepublicFaceShopTheS
+@10.Sayamemilikipemikiranhusus tentangNatureRepublicFaceShopTheSa
+@11.NatureRepublicFaceShopTheSaemmempengaruhitindakansaya
+@12.SayaaktifmengikutieventtentangNatureRepublicFaceShopTheSaem)/12.
EXECUTE.
COMPUTE
IMRL= (@1.WarnapadaNatureRepublicFaceShopTheSaemmengingatkansayapadacit+@2.Tekst
urpadaprodukNatureRepublicFaceShopTheSaemmengingatkansay+@3.HurufpadaNatureRepu
blicFaceShopTheSaemmengingatkansayapadacit+
@4.NamamerekpadaNatureRepublicFaceShopTheSaemmengingatkansayapad+@5.Menurutsaya
logoNatureRepublicFaceShopTheSaemtelahmewakilicitr+@6.MenurutsayasloganNatureRe
publicFaceShopTheSaemtelahmenunjukka+
@7.Menurutsayainterior tokoNatureRepublicFaceShopTheSaemtelahmeng+@8.Menurutsaya
pajanganNatureRepublicFaceShopTheSaemtelahmengeks)/8.
EXECUTE.
COMPUTE
IMRL= (@1.WarnapadaNatureRepublicFaceShopTheSaemmengingatkansayapadac_A+@2.Tekst
urpadaprodukNatureRepublicFaceShopTheSaemmengingatkans_A+@3.HurufpadaNatureRepu
blicFaceShopTheSaemmengingatkansayapadac_A+
@4.NamamerekpadaNatureRepublicFaceShopTheSaemmengingatkansayap_A+@5.Menurutsaya
logoNatureRepublicFaceShopTheSaemtelahmewakilici_A+@6.MenurutsayasloganNatureRe
publicFaceShopTheSaemtelahmenunjuk_A+
@7.Menurutsayainterior tokoNatureRepublicFaceShopTheSaemtelahme_A+@8.Menurutsaya
pajanganNatureRepublicFaceShopTheSaemtelahmenge_k_A)/8.
EXECUTE.
COMPUTE
TPI= (@1.NatureRepublicFaceShopTheSaemmemasokprodukprodukunggulandalam+@2.Nature
RepublicFaceShopTheSaemmemasokprodukprodukunggulandenga+@3.NatureRepublicFaceSh
opTheSaemmemasokprodukproduk dengandesainu+
@4.NatureRepublicFaceShopTheSaemmemasokprodukproduk dengankemasan)/4.
EXECUTE.
COMPUTE
TPPT= (@1.NatureRepublicFaceShopTheSaemmemasokprodukproduk yangstabilidis+@2.Natur
eRepublicFaceShopTheSaemmemasokprodukproduk yangstabiliden+@3.NatureRepublicFaceS
hopTheSaemmemasokprodukproduk yangstabiliden+
@4.NatureRepublicFaceShopTheSaemmemasokprodukproduk yangstabiliden+@5.NatureRepub
licFaceShopTheSaemmemasokprodukproduk yangstabiliden)/5.
EXECUTE.
COMPUTE KH= (@1.HargadariNatureRepublicFaceShopTheSaemmasukakal
+@2.NatureRepublicFaceShopTheSaemmematokhargayangideal untukpembel+@3.HargadariN
atureRepublicFaceShopTheSaemekonomis+@4.HargadariNatureRepublicFaceShopTheSaemt
idakmembebanisaya)/4 .
EXECUTE.

```

```

COMPUTE
KLT= (@1.TokoNatureRepublicFaceShopTheSaemterletakdikawasanbisnisutama+@2.TokoNatureRepublicFaceShopTheSaemterletakdikawasanyangnyamanu+@3.TokoNatureRepublicFaceShopTheSaemterletakdikawasanyangmudahun)/3.
EXECUTE.
COMPUTE
PP= (@1.NatureRepublicFaceShopTheSaemmemilikipenataanpenyusunanproduk+@2.PajanganprodukdiNatureRepublicFaceShopTheSaemmempermudahkonsu+@3.KonsumendapatdenganmudamenggunakanprodukdalamNatureRepublicF)/3.
EXECUTE.
COMPUTE AT= (@1.SuhutokoNatureRepublicFaceShopTheSaemnyaman
+@2.Pencahayaan tokoNatureRepublicFaceShopTheSaemterang
+@3.UdaraditokoNatureRepublicFaceShopTheSaemsegar +
@4.SuaramusikditokoNatureRepublicFaceShopTheSaemnyaman
+@5.TokoNatureRepublicFaceShopTheSaemtidaksesaksempit)/5.
EXECUTE.
COMPUTE KT= (@1.PelanggandapatlangsungmencobaNatureRepublicFaceShopTheSaem
+@2.Pelanggandapatlangsungmencobamakeupsepertimascarashadowbrushl
+@3.NatureRepublicFaceShopTheSaemmenyediakaninformasibahwapelangg+@4.NatureRepublicFaceShopTheSaemmemilikiberagamproduk yangdapatdi)/4.
EXECUTE.
COMPUTE KK= (@1.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
+@2.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
+@3.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
+@4.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
+@5.KonsultanNatureRepublicFaceShopTheSaemmemilikipengetahuanyang)/5.
EXECUTE.
REGRESSION
/MISSING MEANSUBSTITUTION
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT BE
/METHOD=ENTER IMF.

```

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	IMF <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731 <sup>a</sup>	.534	.532	.46440

a. Predictors: (Constant), IMF



**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59,890	1	59,890	277,700	,000 <sup>b</sup>
	Residual	52,191	242	,216		
	Total	112,081	243			

a. Dependent Variable: BE

b. Predictors: (Constant), IMF

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,754	,130		13,497	,000
	IMF	,558	,034	,731	16,664	,000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	IMRL <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,742 <sup>a</sup>	,551	,549	,45625

a. Predictors: (Constant), IMRL

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61,706	1	61,706	296,433	,000 <sup>b</sup>

Residual	50,375	242	,208		
Total	112,081	243			

a. Dependent Variable: BE

b. Predictors: (Constant), IMRL

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,791	,181		4,373	,000
	IMRL	,763	,044	,742	17,217	,000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	TPI <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,771 <sup>a</sup>	,595	,593	,43302

a. Predictors: (Constant), TPI

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66,704	1	66,704	355,740	,000 <sup>b</sup>
	Residual	45,377	242	,188		
	Total	112,081	243			

a. Dependent Variable: BE

b. Predictors: (Constant), TPI

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,411	,185		2,222	,027
	TPI	,850	,045	,771	18,861	,000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	TPPT <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,794 <sup>a</sup>	,630	,629	,41381

a. Predictors: (Constant), TPPT

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70,641	1	70,641	412,524	,000 <sup>b</sup>
	Residual	41,440	242	,171		
	Total	112,081	243			

a. Dependent Variable: BE

b. Predictors: (Constant), TPPT

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,193	,183		1,054	,293
TPPT	,907	,045	,794	20,311	,000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	KH <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,644 <sup>a</sup>	,415	,413	,52041

a. Predictors: (Constant), KH

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46,541	1	46,541	171,845	,000 <sup>b</sup>
	Residual	65,541	242	,271		
	Total	112,081	243			

a. Dependent Variable: BE

b. Predictors: (Constant), KH

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,575	,178		8,868	,000
	KH	,584	,045	,644	13,109	,000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	KLT <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,590 <sup>a</sup>	,348	,345	,54957

a. Predictors: (Constant), KLT

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38,990	1	38,990	129,092	,000 <sup>b</sup>
	Residual	73,092	242	,302		
	Total	112,081	243			

a. Dependent Variable: BE

b. Predictors: (Constant), KLT

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		

1	(Constant)	1,104	,245		4,497	,000
	KLT	,670	,059	,590	11,362	,000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	PP <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,610 <sup>a</sup>	,372	,370	,53917

a. Predictors: (Constant), PP

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41,730	1	41,730	143,549	,000 <sup>b</sup>
	Residual	70,351	242	,291		
	Total	112,081	243			

a. Dependent Variable: BE

b. Predictors: (Constant), PP

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,172	,227		5,158	,000
	PP	,652	,054	,610	11,981	,000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	AT <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,593 <sup>a</sup>	,352	,349	,54794

a. Predictors: (Constant), AT

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39,425	1	39,425	131,313	,000 <sup>b</sup>
	Residual	72,657	242	,300		
	Total	112,081	243			

a. Dependent Variable: BE

b. Predictors: (Constant), AT

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,940	,257		3,650	,000
	AT	,696	,061	,593	11,459	,000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	KT <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,579 <sup>a</sup>	,336	,333	,55467

a. Predictors: (Constant), KT

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37,627	1	37,627	122,299	,000 <sup>b</sup>
	Residual	74,454	242	,308		
	Total	112,081	243			

a. Dependent Variable: BE

b. Predictors: (Constant), KT

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,535	,213		7,190	,000
	KT	,568	,051	,579	11,059	,000

a. Dependent Variable: BE

## Regression



**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	KK <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,690 <sup>a</sup>	,475	,473	,49289

a. Predictors: (Constant), KK

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53,290	1	53,290	219,358	,000 <sup>b</sup>
	Residual	58,791	242	,243		
	Total	112,081	243			

a. Dependent Variable: BE

b. Predictors: (Constant), KK

## Lampiran 9 Hasil Regresi Produk The Face Shop

```

COMPUTE BE=(@1.NatureRepublicFaceShopTheSaemmemberikankesanyangkuatbagisaya
+@2.NatureRepublicFaceShopTheSaemmenarikperhatiansaya
+@3.NatureRepublicFaceShopTheSaemmembangkitkanniatsayauntukmelaku
+@4.SayamerasakanemosiyangspesialpadaNatureRepublicFaceShopTheSae
+@5.SayamerasasenangpadaNatureRepublicFaceShopTheSaem
+@6.SayamerasapuaspadaNatureRepublicFaceShopTheSaem +
@7.NatureRepublicFaceShopTheSaemmembuatsayamemikirkanyakhal
+@8.NatureRepublicFaceShopTheSaemmemancinggrasaingintahusaya
+@9.SayamengetahuifaktafaktabarutentangNatureRepublicFaceShopTheS
+@4.Sayamemilikipemikiranhusus tentangNatureRepublicFaceShopTheSa +
@11.NatureRepublicFaceShopTheSaemmpengaruhitindakansaya +
@12.SayaaktifmengikutieventtentangNatureRepublicFaceShopTheSaem) / 12.
EXECUTE.
COMPUTE IMF=(@1.WarnapadaNatureRepublicFaceShopTheSaemmengingatkansayapadacit
+@2.TeksturpadaprodukNatureRepublicFaceShopTheSaemmengingatkansay
+@3.HurufpadaNatureRepublicFaceShopTheSaemmengingatkansayapadacit +
@4.NamamerekpadaNatureRepublicFaceShopTheSaemmengingatkansayapad
+@5.MenurutsayalogoNatureRepublicFaceShopTheSaemtelahmewakilicitr
+@6.MenurutsayasloganNatureRepublicFaceShopTheSaemtelahmenunjukka +
@7.Menurutsayainterior tokoNatureRepublicFaceShopTheSaemtelahmeng
+@8.MenurutsayapajanganNatureRepublicFaceShopTheSaemtelahmengeks) / 8.
EXECUTE.
COMPUTE IMRL=(@1.WarnapadaNatureRepublicFaceShopTheSaemmengingatkansayapadac_A
+@2.TeksturpadaprodukNatureRepublicFaceShopTheSaemmengingatkans_A +
@3.HurufpadaNatureRepublicFaceShopTheSaemmengingatkansayapadac_A
+@4.NamamerekpadaNatureRepublicFaceShopTheSaemmengingatkansayapad_A
+@5.MenurutsayalogoNatureRepublicFaceShopTheSaemtelahmewakilici_A
+@6.MenurutsayasloganNatureRepublicFaceShopTheSaemtelahmenunjuk_A
+@7.Menurutsayainterior tokoNatureRepublicFaceShopTheSaemtelahme_A +
@8.MenurutsayapajanganNatureRepublicFaceShopTheSaemtelahmengeks_A) / 8.
EXECUTE.
COMPUTE TPI=(@1.NatureRepublicFaceShopTheSaemmasokprodukprodukunggulandalam
+@2.NatureRepublicFaceShopTheSaemmasokprodukprodukunggulandenga
+@3.NatureRepublicFaceShopTheSaemmasokprodukproduk dengandesainu
+@4.NatureRepublicFaceShopTheSaemmasokprodukproduk dengankemasan) / 4.
EXECUTE.
COMPUTE TPPT=(@1.NatureRepublicFaceShopTheSaemmasokprodukproduk yangstabil di
+@2.NatureRepublicFaceShopTheSaemmasokprodukproduk yangstabil den
+@3.NatureRepublicFaceShopTheSaemmasokprodukproduk yangstabil den
+@4.NatureRepublicFaceShopTheSaemmasokprodukproduk yangstabil den +
@5.NatureRepublicFaceShopTheSaemmasokprodukproduk yangstabil den) / 5.
EXECUTE.
COMPUTE HW=(@1.HargadariNatureRepublicFaceShopTheSaemmasukakal
+@2.NatureRepublicFaceShopTheSaemmematokhargayangideal untukpembel
+@3.HargadariNatureRepublicFaceShopTheSaemekonomis
+@4.HargadariNatureRepublicFaceShopTheSaemtidakmembebanisaya) / 4.
EXECUTE.
COMPUTE KLT=(@1.TokoNatureRepublicFaceShopTheSaemterletakdikawasanbisnisutama
+@2.TokoNatureRepublicFaceShopTheSaemterletakdikawasanyangnyamanu
+@3.TokoNatureRepublicFaceShopTheSaemterletakdikawasanyangmudahun ) / 3.
EXECUTE.

```

```

COMPUTE PP=(@1.NatureRepublicFaceShopTheSaemmemilikipenataanpenyusunanproduk +
@2.PajanganprodukdiNatureRepublicFaceShopTheSaemmempermudahkonsu
+@3.KonsumendapatdenganmudahmenggunakanprodukdalamNatureRepublicF) / 3.
EXECUTE.
COMPUTE AT=(@1.SuhutokoNatureRepublicFaceShopTheSaemnyaman
+@2.Pencahayaan tokoNatureRepublicFaceShopTheSaemterang
+@3.UdaraditokoNatureRepublicFaceShopTheSaemsegar +
@4.SuaramusikditokoNatureRepublicFaceShopTheSaemnyaman
+@5.TokoNatureRepublicFaceShopTheSaemtidaksesaksempit) / 5.
EXECUTE.
COMPUTE KT=(@1.PelanggandapatlangsungmencobaNatureRepublicFaceShopTheSaem
+@2.Pelanggandapatlangsungmencobamakeupsepertimascarashadowbrush1
+@3.NatureRepublicFaceShopTheSaemmenyediakaninformasibahwapelang
+@4.NatureRepublicFaceShopTheSaemmemilikiberagamproduk yangdapatdi) / 4.
EXECUTE.
COMPUTE KK=(@1.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
+@2.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
+@3.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
+@4.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
+@5.KonsultanNatureRepublicFaceShopTheSaemmemilikipengetahuanyang) / 5.
EXECUTE.
REGRESSION
  /MISSING MEANSUBSTITUTION
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT BE
  /METHOD=ENTER IMF.

```

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	IMF <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.757 <sup>a</sup>	.573	.571	.42415

a. Predictors: (Constant), IMF

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	48.504	1	48.504	269.614	.000 <sup>b</sup>

Residual	36.160	201	.180		
Total	84.664	202			

a. Dependent Variable: BE

b. Predictors: (Constant), IMF

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.451	.156		9.292	.000
	IMF	.637	.039	.757	16.420	.000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	IMRL <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796 <sup>a</sup>	.634	.632	.39251

a. Predictors: (Constant), IMRL

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.696	1	53.696	348.529	.000 <sup>b</sup>
	Residual	30.967	201	.154		
	Total	84.664	202			

a. Dependent Variable: BE

b. Predictors: (Constant), IMRL

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.522	.187		2.797	.006
	IMRL	.844	.045	.796	18.669	.000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	TPI <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 <sup>a</sup>	.596	.594	.41268

a. Predictors: (Constant), TPI

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.432	1	50.432	296.125	.000 <sup>b</sup>
	Residual	34.232	201	.170		
	Total	84.664	202			

a. Dependent Variable: BE

b. Predictors: (Constant), TPI

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.416	.208		1.994	.048

TPI	.864	.050	.772	17.208	.000
-----	------	------	------	--------	------

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	TPPT <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.782 <sup>a</sup>	.611	.609	.40478

a. Predictors: (Constant), TPPT

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.730	1	51.730	315.721	.000 <sup>b</sup>
	Residual	32.933	201	.164		
	Total	84.664	202			

a. Dependent Variable: BE

b. Predictors: (Constant), TPPT

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.159	.216		.737	.462
	TPPT	.923	.052	.782	17.769	.000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	HW <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.675 <sup>a</sup>	.456	.453	.47879

a. Predictors: (Constant), HW

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.587	1	38.587	168.330	.000 <sup>b</sup>
	Residual	46.076	201	.229		
	Total	84.664	202			

a. Dependent Variable: BE

b. Predictors: (Constant), HW

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.026	.229		4.473	.000
	HW	.719	.055	.675	12.974	.000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	KLT <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.514 <sup>a</sup>	.264	.260	.55683

a. Predictors: (Constant), KLT

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.342	1	22.342	72.060	.000 <sup>b</sup>
	Residual	62.321	201	.310		
	Total	84.664	202			

a. Dependent Variable: BE

b. Predictors: (Constant), KLT

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.437	.301		4.777	.000
	KLT	.609	.072	.514	8.489	.000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	PP <sup>b</sup>	.	Enter



a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.572 <sup>a</sup>	.327	.323	.53258

a. Predictors: (Constant), PP

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.653	1	27.653	97.493	.000 <sup>b</sup>
	Residual	57.011	201	.284		
	Total	84.664	202			

a. Dependent Variable: BE

b. Predictors: (Constant), PP

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.347	.268		5.022	.000
	PP	.628	.064	.572	9.874	.000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	AT <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1				

1	.549 <sup>a</sup>	.302	.298	.54240
---	-------------------	------	------	--------

a. Predictors: (Constant), AT

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.529	1	25.529	86.773	.000 <sup>b</sup>
	Residual	59.135	201	.294		
	Total	84.664	202			

a. Dependent Variable: BE

b. Predictors: (Constant), AT

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.302	.289		4.507	.000
	AT	.633	.068	.549	9.315	.000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	KT <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.596 <sup>a</sup>	.355	.352	.52133

a. Predictors: (Constant), KT

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.035	1	30.035	110.513	.000 <sup>b</sup>
	Residual	54.628	201	.272		
	Total	84.664	202			

a. Dependent Variable: BE

b. Predictors: (Constant), KT

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.255	.261		4.813	.000
	KT	.649	.062	.596	10.513	.000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	KK <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684 <sup>a</sup>	.467	.465	.47374

a. Predictors: (Constant), KK

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.554	1	39.554	176.244	.000 <sup>b</sup>
	Residual	45.110	201	.224		

Total	84.664	202			
-------	--------	-----	--	--	--

a. Dependent Variable: BE

b. Predictors: (Constant), KK

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.125	.217		5.189	.000
	KK	.690	.052	.684	13.276	.000

a. Dependent Variable: BE

## Lampiran10 Hasil Regresi Produk The Saem

```

COMPUTE BE=(@1.NatureRepublicFaceShopTheSaemmemberikankesanyangkuatbagisaya
+@2.NatureRepublicFaceShopTheSaemmenarikperhatiansaya
+@3.NatureRepublicFaceShopTheSaemmembangkitkanniatsayauntukmelaku
+@4.SayamerasakanemosiyangspesialpadaNatureRepublicFaceShopTheSae
+@5.SayamerasasenangpadaNatureRepublicFaceShopTheSaem +
@6.SayamerasapuaspadaNatureRepublicFaceShopTheSaem +
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+@8.NatureRepublicFaceShopTheSaemmemancinggrasaingintahusaya
+@9.SayamengetahuifaktafaktabarutentangNatureRepublicFaceShopTheS +
@10.Sayamemilikipemikiranhusus tentangNatureRepublicFaceShopTheSa
+@11.NatureRepublicFaceShopTheSaemmempengaruhitindakansaya +
@12.SayaaktifmengikutieventtentangNatureRepublicFaceShopTheSaem) / 12.
EXECUTE.
COMPUTE IMF=(@1.WarnapadaNatureRepublicFaceShopTheSaemmengingatkansayapadacit
+@2.TeksturpadaprodukNatureRepublicFaceShopTheSaemmengingatkansay
+@3.HurufpadaNatureRepublicFaceShopTheSaemmengingatkansayapadacit
+@4.NamamerekpadaNatureRepublicFaceShopTheSaemmengingatkansayapad
+@5.MenurutsayalogoNatureRepublicFaceShopTheSaemtelahmewakilicitr+@6.Menurutsay
asloganNatureRepublicFaceShopTheSaemtelahmenunjukka +
@7.MenurutsayainterioriortokoNatureRepublicFaceShopTheSaemtelahmeng +
@8.MenurutsayapajanganNatureRepublicFaceShopTheSaemtelahmengeks) / 8.
EXECUTE.
COMPUTE IMRL=(@1.WarnapadaNatureRepublicFaceShopTheSaemmengingatkansayapadac_A
+@2.TeksturpadaprodukNatureRepublicFaceShopTheSaemmengingatkans_A
+@3.HurufpadaNatureRepublicFaceShopTheSaemmengingatkansayapadac_A
+@4.NamamerekpadaNatureRepublicFaceShopTheSaemmengingatkansayap_A
+@5.MenurutsayalogoNatureRepublicFaceShopTheSaemtelahmewakilici_A
+@6.MenurutsayasloganNatureRepublicFaceShopTheSaemtelahmenunjuk_A
+@7.MenurutsayainterioriortokoNatureRepublicFaceShopTheSaemtelahme_A +
@8.MenurutsayapajanganNatureRepublicFaceShopTheSaemtelahmengeks_A) / 8.
EXECUTE.
COMPUTE TPI=(@1.NatureRepublicFaceShopTheSaemmemasokprodukprodukunggulandalam
+@2.NatureRepublicFaceShopTheSaemmemasokprodukprodukunggulandenga
+@3.NatureRepublicFaceShopTheSaemmemasokprodukproduk dengandesainu
+@4.NatureRepublicFaceShopTheSaemmemasokprodukproduk dengankemasan) / 4.
EXECUTE.
COMPUTE TPPT=(@1.NatureRepublicFaceShopTheSaemmemasokprodukproduk yangstabil dis
+@2.NatureRepublicFaceShopTheSaemmemasokprodukproduk yangstabil den
+@3.NatureRepublicFaceShopTheSaemmemasokprodukproduk yangstabil den
+@4.NatureRepublicFaceShopTheSaemmemasokprodukproduk yangstabil den
+@5.NatureRepublicFaceShopTheSaemmemasokprodukproduk yangstabil den ) / 5.
EXECUTE.
COMPUTE KH=(@1.HargadariNatureRepublicFaceShopTheSaemmasukakal +
@2.NatureRepublicFaceShopTheSaemmematokhargayangideal untukpembel
+@3.HargadariNatureRepublicFaceShopTheSaemekonomis
+@4.HargadariNatureRepublicFaceShopTheSaemtidakmembebanisaya ) / 4.
EXECUTE.
COMPUTE KLT=(@1.TokoNatureRepublicFaceShopTheSaemterletakdikawasanbisnisutama
+@2.TokoNatureRepublicFaceShopTheSaemterletakdikawasanyangnyamanu
+@3.TokoNatureRepublicFaceShopTheSaemterletakdikawasanyangmudahun) / 3.
EXECUTE.

```

```

COMPUTE PP=(@1.NatureRepublicFaceShopTheSaemmemilikipenataanpenyusunanproduk
+@2.PajanganprodukdiNatureRepublicFaceShopTheSaemmempermudahkonsu
+@3.KonsumendapatdenganmudahmenggunakanprodukdalamNatureRepublicF) / 3.
EXECUTE.
COMPUTE AT=(@1.SuhutokoNatureRepublicFaceShopTheSaemnyaman
+@2.PencahayaantokoNatureRepublicFaceShopTheSaemterang
+@3.UdaraditokoNatureRepublicFaceShopTheSaemsegar +
@4.SuaramusikditokoNatureRepublicFaceShopTheSaemnyaman
+@5.TokoNatureRepublicFaceShopTheSaemtidaksesaksempit) / 5.
EXECUTE.
COMPUTE KT=(@1.PelanggandapatlangsungmencobaNatureRepublicFaceShopTheSaem
+@2.Pelanggandapatlangsungmencobamakeupsepertimascarashadowbrush1 +
@3.NatureRepublicFaceShopTheSaemmenyediakaninformasibahwapelangg +
@4.NatureRepublicFaceShopTheSaemmemilikiberagamproduknyangdapatdi ) / 4.
EXECUTE.
COMPUTE KK=(@1.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
+@2.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
+@3.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
+@4.KonsultanNatureRepublicFaceShopTheSaemmenjelaskandengancermat
+@5.KonsultanNatureRepublicFaceShopTheSaemmemilikipengetahuanyang) / 5.
EXECUTE.
REGRESSION
  /MISSING MEANSUBSTITUTION
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT BE
  /METHOD=ENTER IMF.

```

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	IMF <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789 <sup>a</sup>	.623	.621	.26284

a. Predictors: (Constant), IMF

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	17.352	1	17.352	251.182	.000 <sup>b</sup>

Residual	10.501	152	.069		
Total	27.853	153			

a. Dependent Variable: BE

b. Predictors: (Constant), IMF

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.663	.163		10.231	.000
	IMF	.603	.038	.789	15.849	.000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	IMRL <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 <sup>a</sup>	.684	.682	.24053

a. Predictors: (Constant), IMRL

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.059	1	19.059	329.450	.000 <sup>b</sup>
	Residual	8.794	152	.058		
	Total	27.853	153			

a. Dependent Variable: BE

b. Predictors: (Constant), IMRL

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.317	.216		1.469	.144
	IMRL	.908	.050	.827	18.151	.000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	TPI <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694 <sup>a</sup>	.481	.478	.30837

a. Predictors: (Constant), TPI

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.399	1	13.399	140.904	.000 <sup>b</sup>
	Residual	14.454	152	.095		
	Total	27.853	153			

a. Dependent Variable: BE

b. Predictors: (Constant), TPI

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		



1	(Constant)	.894	.281		3.182	.002
	TPI	.772	.065	.694	11.870	.000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	TPPT <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 <sup>a</sup>	.567	.564	.28164

a. Predictors: (Constant), TPPT

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.796	1	15.796	199.147	.000 <sup>b</sup>
	Residual	12.057	152	.079		
	Total	27.853	153			

a. Dependent Variable: BE

b. Predictors: (Constant), TPPT

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.813	.242		3.357	.001
	TPPT	.793	.056	.753	14.112	.000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	KH <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.590 <sup>a</sup>	.348	.344	.34568

a. Predictors: (Constant), KH

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.690	1	9.690	81.097	.000 <sup>b</sup>
	Residual	18.163	152	.119		
	Total	27.853	153			

a. Dependent Variable: BE

b. Predictors: (Constant), KH

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.862	.263		7.079	.000
	KH	.553	.061	.590	9.005	.000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	KLT <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.550 <sup>a</sup>	.303	.298	.35748

a. Predictors: (Constant), KLT

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.429	1	8.429	65.959	.000 <sup>b</sup>
	Residual	19.424	152	.128		
	Total	27.853	153			

a. Dependent Variable: BE

b. Predictors: (Constant), KLT

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.831	.295		6.203	.000
	KLT	.557	.069	.550	8.122	.000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	PP <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.524 <sup>a</sup>	.275	.270	.36455

a. Predictors: (Constant), PP

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.652	1	7.652	57.581	.000 <sup>b</sup>
	Residual	20.201	152	.133		
	Total	27.853	153			

a. Dependent Variable: BE

b. Predictors: (Constant), PP

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.948	.300		6.485	.000
	PP	.525	.069	.524	7.588	.000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	AT <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.509 <sup>a</sup>	.259	.254	.36842

a. Predictors: (Constant), AT

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7.221	1	7.221	53.201	.000 <sup>b</sup>
Residual	20.632	152	.136		
Total	27.853	153			

a. Dependent Variable: BE

b. Predictors: (Constant), AT

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.433	.383		3.745	.000
	AT	.642	.088	.509	7.294	.000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	KT <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.581 <sup>a</sup>	.338	.333	.34842

a. Predictors: (Constant), KT

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.401	1	9.401	77.438	.000 <sup>b</sup>
	Residual	18.452	152	.121		
	Total	27.853	153			

a. Dependent Variable: BE

b. Predictors: (Constant), KT

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.728	.284		6.081	.000
	KT	.576	.065	.581	8.800	.000

a. Dependent Variable: BE

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	KK <sup>b</sup>	.	Enter

a. Dependent Variable: BE

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	.736 <sup>a</sup>	.542	.539	.28978
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a. Predictors: (Constant), KK

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.089	1	15.089	179.687	.000 <sup>b</sup>
	Residual	12.764	152	.084		
	Total	27.853	153			

a. Dependent Variable: BE

b. Predictors: (Constant), KK

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.526	.202		7.551	.000
	KK	.627	.047	.736	13.405	.000

a. Dependent Variable: BE

# Lampiran 11 Hasi Uji T-Tes Produk Nature Republik

## T-Test

Group Statistics				
1. Jenis Kelamin	N	Mean	Std. Deviation	Std. Error Mean
LAKI-LAKI	28	3,3080	1,19290	,22544
PEREMPUAN	216	3,8368	,82616	,05621
LAKI-LAKI	28	3,8527	,72333	,13670
PEREMPUAN	216	4,0463	,64993	,04422
LAKI-LAKI	28	3,9464	,66443	,12557
PEREMPUAN	216	4,0729	,60967	,04148
LAKI-LAKI	28	3,9143	,74322	,14046
PEREMPUAN	216	4,0657	,57250	,03895
LAKI-LAKI	28	3,8750	,72489	,13699
PEREMPUAN	216	3,9259	,75464	,05135
LAKI-LAKI	28	3,9048	,67194	,12698
PEREMPUAN	216	4,1466	,58368	,03971
LAKI-LAKI	28	3,9643	,73892	,13964
PEREMPUAN	216	4,1481	,61980	,04217
LAKI-LAKI	28	3,9143	,79708	,15063
PEREMPUAN	216	4,2333	,53527	,03642
LAKI-LAKI	28	3,8839	,85386	,16137
PEREMPUAN	216	4,1296	,66689	,04538
LAKI-LAKI	28	3,9000	,87178	,16475
PEREMPUAN	216	4,0519	,68274	,04645



### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2- tailed)	Mean Differen ce	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
IMF	Equal variances assumed	16,102	,000	-3,010	242	,003	-,52877	,17570	-,87486	-,18268
	Equal variances not assumed			-2,276	30,447	,030	-,52877	,23234	-1,00298	-,05456
IMRL	Equal variances assumed	,097	,756	-1,464	242	,145	-,19362	,13227	-,45417	,06693
	Equal variances not assumed			-1,348	32,902	,187	-,19362	,14367	-,48595	,09872
TPI	Equal variances assumed	1,346	,247	-1,022	242	,308	-,12649	,12373	-,37022	,11724
	Equal variances not assumed			-,957	33,166	,346	-,12649	,13224	-,39548	,14251
TPPT	Equal variances assumed	4,983	,027	-1,269	242	,205	-,15146	,11931	-,38647	,08356
	Equal variances not assumed			-1,039	31,290	,307	-,15146	,14576	-,44862	,14571
KH	Equal variances assumed	,063	,802	-,337	242	,736	-,05093	,15092	-,34821	,24636
	Equal variances not assumed			-,348	35,033	,730	-,05093	,14630	-,34792	,24606
KLT	Equal variances assumed	,242	,623	-2,026	242	,044	-,24184	,11934	-,47693	-,00676
	Equal variances not assumed			-1,818	32,501	,078	-,24184	,13305	-,51269	,02901
PP	Equal variances assumed	,002	,960	-1,443	242	,150	-,18386	,12738	-,43479	,06706

AT	Equal variances not assumed			-1,260	32,116	,217	-,18386	,14587	-,48095	,11323
	Equal variances assumed	4,930	,027	-2,784	242	,006	-,31905	,11458	-,54475	-,09334
	Equal variances not assumed			-2,059	30,236	,048	-,31905	,15498	-,63545	-,00265
KT	Equal variances assumed	2,202	,139	-1,772	242	,078	-,24570	,13865	-,51881	,02741
	Equal variances not assumed			-1,466	31,414	,153	-,24570	,16762	-,58739	,09599
KK	Equal variances assumed	,708	,401	-1,070	242	,286	-,15185	,14187	-,43132	,12762
	Equal variances not assumed			-,887	31,439	,382	-,15185	,17118	-,50077	,19706

T-TEST GROUPS=@2.Usia(1 2)  
/MISSING=ANALYSIS  
/VARIABLES=IMF IMRL TPI TPPT KH KLT PP AT KT KK  
/CRITERIA=CI(.95) .

## T-Test

Group Statistics					
	2. Usia	N	Mean	Std. Deviation	Std. Error Mean
IMF	<20	30	3,5208	,78584	,14347
	>=20	214	3,8119	,89851	,06142
IMRL	<20	30	3,7042	,66102	,12068
	>=20	214	4,0689	,64895	,04436
TPI	<20	30	3,8500	,56706	,10353
	>=20	214	4,0876	,61827	,04226
TPPT	<20	30	3,7933	,59996	,10954
	>=20	214	4,0841	,58657	,04010
KH	<20	30	3,7833	,70629	,12895
	>=20	214	3,9393	,75553	,05165
KLT	<20	30	3,7778	,56279	,10275
	>=20	214	4,1667	,58831	,04022
PP	<20	30	3,8000	,64088	,11701
	>=20	214	4,1729	,62274	,04257

# Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
IMF	Equal variances assumed	,469	,494	-1,686	242	,093	-,29108	,17268	-,63123	,04907
	Equal variances not assumed			-1,865	40,419	,069	-,29108	,15607	-,60641	,02424
IMR	Equal variances assumed	,063	,801	-2,877	242	,004	-,36476	,12680	-,61453	-,11499
	Equal variances not assumed			-2,837	37,273	,007	-,36476	,12858	-,62522	-,10430
TPI	Equal variances assumed	,494	,483	-1,990	242	,048	-,23762	,11938	-,47277	-,00246
	Equal variances not assumed			-2,125	39,322	,040	-,23762	,11182	-,46374	-,01149
TPP	Equal variances assumed	,039	,843	-2,536	242	,012	-,29078	,11467	-,51666	-,06490
	Equal variances not assumed			-2,493	37,202	,017	-,29078	,11665	-,52708	-,05448
KH	Equal variances assumed	,689	,407	-1,067	242	,287	-,15592	,14617	-,44386	,13202
	Equal variances not assumed			-1,122	38,914	,269	-,15592	,13891	-,43691	,12507
KLT	Equal variances assumed	,107	,744	-3,408	242	,001	-,38889	,11411	-,61366	-,16412
	Equal variances not assumed			-3,524	38,443	,001	-,38889	,11034	-,61218	-,16560
PP	Equal variances assumed	,562	,454	-3,061	242	,002	-,37290	,12183	-,61289	-,13291
	Equal variances not assumed			-2,995	37,097	,005	-,37290	,12451	-,62516	-,12064
AT	Equal variances assumed	,116	,733	-2,071	242	,039	-,23190	,11199	-,45251	-,01129
	Equal variances not assumed			-1,937	36,148	,061	-,23190	,11972	-,47467	,01087
KT	Equal variances assumed	2,890	,090	-3,613	242	,000	-,47671	,13193	-,73659	-,21684
	Equal variances not assumed			-3,255	35,440	,002	-,47671	,14645	-,77390	-,17953
KK	Equal variances assumed	1,000	,318	-2,807	242	,005	-,38131	,13583	-,64888	-,11374
	Equal variances not assumed			-2,675	36,522	,011	-,38131	,14256	-,67030	-,09232
AT	<20	30	3,9933		,62031		,11325			
	>=20	214	4,2252		,56794		,03882			
KT	<20	30	3,6833		,76263		,13924			
	>=20	214	4,1600		,66416		,04540			
KK	<20	30	3,7000		,73672		,13451			
	>=20	214	4,0813		,69114		,04725			

T-TEST GROUPS=@3.PendapatanUangSakuPerBulan(1 2)  
 /MISSING=ANALYSIS  
 /VARIABLES=IMF IMRL TPI TPPT KH KLT PP AT KT KK

/CRITERIA=CI (.95) .

**Group Statistics**

	3. Pendapatan / Uang Saku Per Bulan	N	Mean	Std. Deviation	Std. Error Mean
IMF	<2,000,000	76	3,1530	,83979	,09633
	>=2,000,000	168	4,0580	,75953	,05860
IMRL	<2,000,000	76	3,6398	,67699	,07766
	>=2,000,000	168	4,1979	,57493	,04436
TPI	<2,000,000	76	3,7204	,70942	,08138
	>=2,000,000	168	4,2113	,50074	,03863
TPPT	<2,000,000	76	3,6868	,62083	,07121
	>=2,000,000	168	4,2119	,50516	,03897
KH	<2,000,000	76	3,3980	,83584	,09588
	>=2,000,000	168	4,1563	,56975	,04396
KLT	<2,000,000	76	3,8509	,71884	,08246
	>=2,000,000	168	4,2401	,49067	,03786
PP	<2,000,000	76	3,8728	,67761	,07773
	>=2,000,000	168	4,2421	,58217	,04492
AT	<2,000,000	76	4,0132	,70301	,08064
	>=2,000,000	168	4,2798	,49240	,03799
KT	<2,000,000	76	3,7599	,83110	,09533
	>=2,000,000	168	4,2560	,55865	,04310
KK	<2,000,000	76	3,6711	,72274	,08290
	>=2,000,000	168	4,1988	,63604	,04907

## Lampiran 12 Hasi Uji T-Tes Produk The Face Shop

```
T-TEST GROUPS=@2.Usia(1 2)
/MISSING=ANALYSIS
/VARIABLES=IMF IMRL TPI TPPT HW KLT PP AT KT KK
/CRITERIA=CI (.95) .
```

### T-Test

Group Statistics					
	2. Usia	N	Mean	Std. Deviation	Std. Error Mean
IMF	<20	10	3.4375	.57810	.18281
	>=20	193	3.9773	.76942	.05538
IMRL	<20	10	3.5750	.74349	.23511
	>=20	193	4.1082	.59351	.04272
TPI	<20	10	3.5750	.54070	.17099
	>=20	193	4.1386	.56759	.04086
TPPT	<20	10	3.6200	.52873	.16720

	>=20	193	4.1523	.53756	.03869
HW	<20	10	3.6750	.54070	.17099
	>=20	193	4.1127	.60429	.04350
KLT	<20	10	3.5333	.63246	.20000
	>=20	193	4.1917	.52328	.03767
PP	<20	10	3.6000	.64406	.20367
	>=20	193	4.2038	.57224	.04119
AT	<20	10	3.9000	.63421	.20055
	>=20	193	4.2311	.55478	.03993
KT	<20	10	3.4750	.60610	.19167
	>=20	193	4.2176	.57162	.04115
KK	<20	10	3.6200	.61427	.19425
	>=20	193	4.1472	.63336	.04559

#### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
IMF	Equal variances assumed	.885	.348	-2.185	201	.030	-.53983	.24709	-1.02706	-.05261
	Equal variances not assumed			-2.826	10.724	.017	-.53983	.19102	-.96158	-.11808

IMRL	Equal variance s assumed	1.348	.247	-2.735	201	.007	-.53316	.19492	-.91752	-.14880
	Equal variance s not assumed			-2.231	9.604	.051	-.53316	.23896	-1.06860	.00227
TPI	Equal variance s assumed	.035	.853	-3.068	201	.002	-.56360	.18370	-.92582	-.20138
	Equal variance s not assumed			-3.206	10.056	.009	-.56360	.17580	-.95501	-.17219
TPPT	Equal variance s assumed	.017	.896	-3.056	201	.003	-.53233	.17421	-.87585	-.18882
	Equal variance s not assumed			-3.102	9.989	.011	-.53233	.17162	-.91478	-.14988
HW	Equal variance s assumed	.127	.722	-2.243	201	.026	-.43769	.19510	-.82241	-.05298
	Equal variance s not assumed			-2.481	10.201	.032	-.43769	.17643	-.82976	-.04563
KLT	Equal variance s assumed	2.309	.130	-3.840	201	.000	-.65838	.17145	-.99645	-.32031

PP	Equal variance s not assumed			-3.235	9.649	.009	-.65838	.20352	-1.11408	-.20267
	Equal variance s assumed	.761	.384	-3.234	201	.001	-.60380	.18669	-.97193	-.23567
	Equal variance s not assumed			-2.906	9.751	.016	-.60380	.20779	-1.06840	-.13920
AT	Equal variance s assumed	.676	.412	-1.828	201	.069	-.33109	.18116	-.68830	.02612
	Equal variance s not assumed			-1.619	9.727	.137	-.33109	.20449	-.78846	.12629
	Equal variance s assumed	.375	.541	-3.995	201	.000	-.74262	.18590	-1.10918	-.37605
KT	Equal variance s not assumed			-3.788	9.848	.004	-.74262	.19603	-1.18032	-.30491
	Equal variance s assumed	.047	.828	-2.570	201	.011	-.52715	.20514	-.93165	-.12265
	Equal variance s not assumed			-2.642	10.017	.025	-.52715	.19953	-.97162	-.08268



T-TEST GROUPS=@3.PendapatanUangSakuPerBulan(1 2)  
 /MISSING=ANALYSIS  
 /VARIABLES=IMF IMRL TPI TPPT HW KLT PP AT KT KK  
 /CRITERIA=CI(.95) .

## T-Test

Group Statistics					
	3. Pendapatan / Uang Saku Per Bulan	N	Mean	Std. Deviation	Std. Error Mean
IMF	<2.000.000	45	3.2861	.76992	.11477
	>=2.000.000	158	4.1400	.65727	.05229
IMRL	<2.000.000	45	3.5361	.69731	.10395
	>=2.000.000	158	4.2373	.48344	.03846
TPI	<2.000.000	45	3.5944	.67481	.10059
	>=2.000.000	158	4.2579	.45184	.03595
TPPT	<2.000.000	45	3.6444	.57349	.08549
	>=2.000.000	158	4.2633	.45712	.03637
HW	<2.000.000	45	3.5444	.76739	.11440
	>=2.000.000	158	4.2468	.44702	.03556
KLT	<2.000.000	45	3.7926	.68272	.10177
	>=2.000.000	158	4.2637	.45155	.03592
PP	<2.000.000	45	3.8370	.68025	.10141
	>=2.000.000	158	4.2700	.52422	.04170
AT	<2.000.000	45	3.9689	.69407	.10347
	>=2.000.000	158	4.2848	.49881	.03968
KT	<2.000.000	45	3.8333	.75566	.11265
	>=2.000.000	158	4.2801	.49949	.03974
KK	<2.000.000	45	3.6978	.66827	.09962
	>=2.000.000	158	4.2418	.58126	.04624

## Independent Samples Test

		Levene's Test for Equality of Variances	t-test for Equality of Means
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		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
IMF	Equal variances assumed	1.825	.178	-7.394	201	.000	-.85392	.11549	-1.08166	-.62618
	Equal variances not assumed			-6.771	63.396	.000	-.85392	.12612	-1.10593	-.60192
IMRL	Equal variances assumed	14.535	.000	-7.720	201	.000	-.70123	.09084	-.88034	-.52212
	Equal variances not assumed			-6.327	56.574	.000	-.70123	.11084	-.92321	-.47925
TPI	Equal variances assumed	13.200	.000	-7.713	201	.000	-.66347	.08602	-.83308	-.49385
	Equal variances not assumed			-6.211	55.700	.000	-.66347	.10682	-.87749	-.44945
TPPT	Equal variances assumed	5.982	.015	-7.552	201	.000	-.61885	.08195	-.78044	-.45726
	Equal variances not assumed			-6.661	60.807	.000	-.61885	.09290	-.80463	-.43306
HW	Equal variances assumed	21.958	.000	-7.787	201	.000	-.70239	.09021	-.88026	-.52452
	Equal variances not assumed			-5.863	52.778	.000	-.70239	.11980	-.94270	-.46209
KLT	Equal variances assumed	13.479	.000	-5.454	201	.000	-.47112	.08637	-.64143	-.30081
	Equal variances not assumed			-4.365	55.406	.000	-.47112	.10793	-.68738	-.25486
PP	Equal variances assumed	5.945	.016	-4.559	201	.000	-.43301	.09498	-.62029	-.24573
	Equal variances not assumed			-3.949	59.665	.000	-.43301	.10965	-.65236	-.21365
AT	Equal variances assumed	11.335	.001	-3.415	201	.001	-.31592	.09252	-.49835	-.13349
	Equal variances not assumed			-2.851	57.548	.006	-.31592	.11082	-.53778	-.09406
KT	Equal variances assumed	23.070	.000	-4.675	201	.000	-.44673	.09557	-.63517	-.25829
	Equal variances not assumed			-3.740	55.391	.000	-.44673	.11945	-.68608	-.20738
KK	Equal variances assumed	4.948	.027	-5.353	201	.000	-.54399	.10162	-.74437	-.34362
	Equal variances not assumed			-4.953	64.169	.000	-.54399	.10983	-.76339	-.32460

## Lampiran 12 Hasi Uji T-Tes Produk The Saem

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T-TEST GROUPS=@2.Usia(1 2)
/MISSING=ANALYSIS
/VARIABLES=IMF IMRL TPI TPPT KH KLT PP AT KT KK
/CRITERIA=CI(.95).
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### T-Test

Group Statistics					
	2. Usia	N	Mean	Std. Deviation	Std. Error Mean
IMF	<20	15	3.9583	.63679	.16442
	>=20	139	4.2680	.54373	.04612
IMRL	<20	15	3.9833	.52369	.13522
	>=20	139	4.3291	.35774	.03034
TPI	<20	15	4.0333	.49881	.12879
	>=20	139	4.3309	.35891	.03044
TPPT	<20	15	4.0533	.60222	.15549
	>=20	139	4.3194	.37201	.03155
KH	<20	15	4.1667	.30861	.07968
	>=20	139	4.2680	.46784	.03968
KLT	<20	15	3.9556	.66508	.17172
	>=20	139	4.3165	.37284	.03162
PP	<20	15	4.0222	.63579	.16416
	>=20	139	4.3525	.38651	.03278
AT	<20	15	4.2267	.48912	.12629
	>=20	139	4.3511	.31837	.02700
KT	<20	15	4.2000	.51060	.13184
	>=20	139	4.3363	.42104	.03571
KK	<20	15	4.0400	.61968	.16000
	>=20	139	4.3209	.48131	.04082

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
IMF	Equal variances assumed	2.330	.129	-2.061	152	.041	-.30965	.15028	-.60656	-.01275
	Equal variances not assumed			-1.813	16.279	.088	-.30965	.17076	-.67115	.05185
IMRL	Equal variances assumed	3.775	.054	-3.383	152	.001	-.34580	.10221	-.54775	-.14386
	Equal variances not assumed			-2.495	15.441	.024	-.34580	.13858	-.64045	-.05116
TPI	Equal variances assumed	.284	.595	-2.928	152	.004	-.29760	.10164	-.49841	-.09679
	Equal variances not assumed			-2.249	15.603	.039	-.29760	.13234	-.57873	-.01647
TPPT	Equal variances assumed	7.481	.007	-2.455	152	.015	-.26609	.10838	-.48023	-.05196
	Equal variances not assumed			-1.677	15.174	.114	-.26609	.15866	-.60393	.07175
KH	Equal variances assumed	.944	.333	-.818	152	.414	-.10132	.12380	-.34590	.14326
	Equal variances not assumed			-1.138	21.670	.267	-.10132	.08902	-.28609	.08345
KLT	Equal variances assumed	9.957	.002	-3.251	152	.001	-.36099	.11104	-.58038	-.14160
	Equal variances not assumed			-2.067	14.964	.056	-.36099	.17461	-.73324	.01126
PP	Equal variances assumed	6.101	.015	-2.923	152	.004	-.33030	.11299	-.55354	-.10705
	Equal variances not assumed			-1.973	15.136	.067	-.33030	.16740	-.68683	.02623
AT	Equal variances assumed	3.951	.049	-1.355	152	.177	-.12441	.09178	-.30575	.05693
	Equal variances not assumed			-.963	15.306	.350	-.12441	.12914	-.39920	.15037
KT	Equal variances assumed	1.289	.258	-1.166	152	.245	-.13633	.11688	-.36725	.09459

KK	Equal variances not assumed			-.998	16.121	.333	-.13633	.13659	-.42571	.15305
	Equal variances assumed	3.504	.063	-2.085	152	.039	-.28086	.13471	-.54701	-.01471
	Equal variances not assumed			-1.701	15.875	.108	-.28086	.16513	-.63114	.06941

#### Group Statistics

	3. Pendapatan / Uang Saku Per Bulan	N	Mean	Std. Deviation	Std. Error Mean
IMF	<2.000.000	15	3.6000	1.07654	.27796
	>=2.000.000	139	4.3067	.42382	.03595
IMRL	<2.000.000	15	3.8667	.64860	.16747
	>=2.000.000	139	4.3417	.32049	.02718
TPI	<2.000.000	15	4.0833	.60257	.15558
	>=2.000.000	139	4.3255	.34664	.02940
TPPT	<2.000.000	15	3.9733	.63636	.16431
	>=2.000.000	139	4.3281	.35875	.03043
KH	<2.000.000	15	3.7833	.89576	.23128
	>=2.000.000	139	4.3094	.34785	.02950
KLT	<2.000.000	15	4.1556	.76497	.19752
	>=2.000.000	139	4.2950	.36796	.03121
PP	<2.000.000	15	4.0667	.70373	.18170
	>=2.000.000	139	4.3477	.37830	.03209
AT	<2.000.000	15	4.1867	.54231	.14002
	>=2.000.000	139	4.3554	.30744	.02608
KT	<2.000.000	15	4.0667	.72251	.18655
	>=2.000.000	139	4.3507	.38036	.03226
KK	<2.000.000	15	3.9067	.86476	.22328
	>=2.000.000	139	4.3353	.42950	.03643

#### Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means
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		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
IMF	Equal variances assumed	36.185	.000	-5.006	152	.000	-.70665	.14117	-.98557	-.42774
	Equal variances not assumed			-2.521	14.472	.024	-.70665	.28028	-1.30595	-.10736
IMRL	Equal variances assumed	18.156	.000	-4.811	152	.000	-.47506	.09874	-.67014	-.27998
	Equal variances not assumed			-2.800	14.746	.014	-.47506	.16966	-.83722	-.11290
TPI	Equal variances assumed	7.378	.007	-2.361	152	.020	-.24221	.10260	-.44492	-.03949
	Equal variances not assumed			-1.530	15.016	.147	-.24221	.15834	-.57966	.09525
TPPT	Equal variances assumed	12.941	.000	-3.324	152	.001	-.35472	.10670	-.56553	-.14391
	Equal variances not assumed			-2.123	14.975	.051	-.35472	.16710	-.71094	.00149
KH	Equal variances assumed	17.221	.000	-4.515	152	.000	-.52602	.11650	-.75619	-.29585
	Equal variances not assumed			-2.256	14.459	.040	-.52602	.23316	-1.02461	-.02743

KLT	Equal variances assumed	18.234	.000	-1.220	152	.224	-.13941	.11428	-.36519	.08638
	Equal variances not assumed			-.697	14.707	.497	-.13941	.19997	-.56637	.28755
PP	Equal variances assumed	14.560	.000	-2.468	152	.015	-.28106	.11387	-.50602	-.05609
	Equal variances not assumed			-1.523	14.885	.149	-.28106	.18451	-.67460	.11249
AT	Equal variances assumed	9.988	.002	-1.848	152	.067	-.16873	.09132	-.34914	.01169
	Equal variances not assumed			-1.185	14.986	.255	-.16873	.14243	-.47234	.13488
KT	Equal variances assumed	15.347	.000	-2.467	152	.015	-.28405	.11512	-.51150	-.05661
	Equal variances not assumed			-1.500	14.849	.154	-.28405	.18932	-.68794	.11983
KK	Equal variances assumed	20.477	.000	-3.244	152	.001	-.42859	.13213	-.68963	-.16754
	Equal variances not assumed			-1.894	14.754	.078	-.42859	.22623	-.91149	.05432





# The Effect Of Brand Experience Provider On Brand Experience: Focus On Korean Cosmetic Brand Shop

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## ABSTRACT

*This present research distinguishes brand experience providers of cosmetic companies that include three elements: Brand identity elements of cosmetic brand shops (feminine and environmental-friendly brand identity); Marketing mix elements (level of iconic product, level of steady-seller product, reasonable pricing, convenience of location, quality of additional service); Cosmetic brand store elements (effective product assortment, atmosphere of a store, availability of testers, proficiency of consultants). This paper aims to explore these elements and the effect of brand experience provider on all brand experience dimensions; sensory, affective, intellectual, and behavioral experience. After the review of extant studies, we propose 11 hypotheses.*

*Based on the collected 295 consumers of experienced cosmetic brand shop, the proposed model is testified with the SPSS 15.0 and AMOS 7.0 is supported. According to the result of empirical analysis, it turns out that, in terms of characteristics of brand experiential provider, 'feminine brand identity', 'iconic product', 'steady seller product', 'convenient location', 'additional service quality', 'assortment', 'atmosphere', 'self-tester', and 'consultant' affected the customers' holistic brand experience of cosmetic brand shop. However, 'environmental-friendly brand identity', 'reasonable price' results to have no influence on the holistic brand experience of brand of cosmetic brand shop. The study produced a theoretical implication on brand experience that it empirically approached to factors of brand experiential provider on holistic brand experience of store. The earlier studies were at best conceptual analysis or they mainly dealt with in-store factor, whereas this paper divides factors that affect the customer's overall experience into 'brand identity', 'marketing mix strategy', and 'physical environment of in-store'.*

**Keywords:** Cosmetic Brand Shop; Brand Experience Provider; Brand Experience

## I. INTRODUCTION

 At the beginning, low-end cosmetics brands led the formation of Korean cosmetic brand shop market with their unique concept represented by packing and distribution cost reduction and differentiation strategies for the brand image and product ingredients and quality. However, as Amore Pacific, LG Household & Health Care Ltd., and other large cosmetics companies have recently come into the market, brand shops - stock only one brand or a selection of named brands - has dominated the distribution channels which were once based on cosmetic shops. And the trend has led to quantitative expansion and fierce competition. Under the circumstances, brand shops should offer visual stimuli to help customers see efforts of companies or salespeople and have a unique experience with the brand. The most influential stimulus is a store physical environment where consumption occurs (Baker, 1987; Bitner, 1992).

Customers actively interact with store physical environment while making purchasing decisions. At the point of

consumption, the store physical environment provides various information and it encourages a new way of decision-making (Namasivayam & Mattila, 2007). Put differently, store physical environments including color, light, style, music, and fragrance give unexpected information to customers and lead them to another way of decision-making (Hopkins, Grove, Raymond, & LaForge, 2009). Studies on store's physical environments have focused on the two

aspects: 1) the direct effects on consumer satisfaction, perceived quality, and other consumers' reactions 2) the indirect effects through the medium of consumer feeling, value perception, and consumer psychological factors (Bloemer & Ldrkerken-Schroder, 2002; Guenzi, Johnson, & Castaldo, 2009; Lin, 2010; Namasivayam & Mattila, 2007; Vilnai-Yavets & Rafaeli, 2006; Wakefield & Blodgett, 1996). The store's physical environment provides sensory and affective experience and encourages them to have an unusual experience while buying and using goods and have a favorable attitude toward the brand (Schmitt, 2003). In this regard, cosmetic brand shops provide store physical environment where consumers can have various experiences with the brand, and attract new customers, leading to sales up and business performance improvement.

Consumers experience a brand when they explore the brand or purchase products or receive services and when consumption occurs (Brakus, Josko, Schmitt & Zarantonello et al., 2009). In other words, consumer's brand experience encompasses from purchasing process to indirect experiences based on advertisement, communication and website visit. It doesn't occur but is generally evoked by brand-related stimuli (Brakus et al., 2009) Therefore, cosmetics companies should facilitate experience provider which gives positive brand experience to consumers. Corporate can use experience providers as marketing strategies aiming to achieve marketing objectives in their target market. For corporate, experience providers are controllable marketing mix variables which they provide to receive consumer response they want (Schmitt, 1999).

Recent studies conducted factor analysis, mostly focusing on the effects of store's physical environment on consumer's brand experience (Bagdare, 2013; Davis, 2012; Grewal, Levy, & Kumar, 2009; Verhoef et al. 2009). However, consumer brand experience can be evoked not only by brand-related interactions such as store's physical environment and purchasing products, but also by brand-related stimuli such a brand's design, identity, packaging, and marketing communication (Brakus et al., 2009). Likewise, various marketing communications and brand-related stimuli provide brand experience to consumers. Still there is a lack of empirical studies on a connection between brand experience providers and brand experience. As the market is becoming more and more competitive, it is particularly true for cosmetics brand shops to offer unique brand experience providers to customers and promote emotional relationship in a sustainable manner, in order to enhance their competitive edge. Therefore, this study objective is to investigate the difference of consumer's behavior evoked by marketing strategies. Schmitt (1999) proposed that companies need to implement various strategies including product experience, store's environment and image, and experiential communication in order to promote positive brand experience. In the study of Brakus et al. (2009), brand experience is sensory, affective, intellectual, and behavioral responses evoked by brand-related stimuli and it needs to be coupled with brand experience providers including visual and verbal brand identity and communication.

Cosmetic brand shops are particularly represented by providing target consumers brand identity which appeals to their feeling and needs. Cosmetic products have a number of characteristics: the target consumer is mostly women and the products are directly used on their skin. Thus, cosmetics companies use logo, slogan and other visual and verbal factors to deliver brand identity that can appeal to the consumer's feeling and cognition and reflect the consumer's demand of eco-friendly products by providing coherent brand image (Dolbec & Chebat, 2013). Moreover, cosmetic brand shops promote their iconic products and steady-sellers as the brand's main products; create a sense of trust among consumers. In cosmetic brand shops, you can logically display a mix of products to help customers easily find the product they want and have direct experience with the product (Bonfrer & Chintagunta, 2004). In fact, the reports released by TNEX and TNS show that the characteristics of cosmetic brand shops are brand's feminine and environmental-friendly identity, providing iconic product and steady seller product, celebrity commercial campaign, logical assortment of product lines, proficient and reliable consultants, and the availability of cosmetic testers in store.

Thus, this study looks into the brand experience providers which are findings in the precedent research and the characteristics of the cosmetic brand shops. Based on that, the research examines the brand experience providing factors from brand identity(feminine and environmental friendly), marketing mix variables(iconic product and steady seller product), reasonable price, convenient location, additional service quality, and store's physical environment(assortment of products, atmosphere, testers, proficiency of consultants), and how those factors affect all brand experience dimensions: sensory, affective, intellectual, and to behavioral experience.

## II. THEORETICAL BACKGROUND

### 2.1 Brand Experience Providers

Consumers can have a brand experience as they examine the brand, purchase a product, receive services, and use the product (Brakus et al., 2009). That encompasses a direct experience such as consumption experience and an indirect experience including exposure to ads, communication, and website visit. The brand experience is not created automatically but induced by companies (Brakus et al., 2009). Thus, customer experience management (CEM) of the firms has attracted a lot of attention because brand experiences are evoked as consumers get brand information and even after the purchase of a product.

CEM is a strategic process employed by a firm to manage its customers' entire experience about products and services provided by the firm. It aims to lead a customer-centered innovation rather than a transformation of the corporate structure and culture (Meyer & Schwager, 2007). CEM is a higher level of strategy than customer relationship management (CRM). CRM is designed to help a business understand customers' needs and purchasing behaviors and building relationships with them to identify sales opportunities. Unlike CRM, CEM aims to create a database of customers' experience by examining each step of consumer contact to understand how they feel about the brand and what they think of the brand. To this end, businesses must offer experience providers according to each step based on the database, in order to help consumers have positive experience throughout the entire process of communication with the brand.

The brand experience providers is a tactical marketing tool to achieve marketing goal in a company's target market and a set of controllable marketing variables that a company provides to attract intended responses from its customers (Schmitt, 1999). Marketing factors that earlier studies on consumer's brand experience suggested focused on how companies can successfully provide the entire experience of a brand to providers. However, Schmitt (1999) has indicated that in order to evoke positive consumer's brand experience, companies need to implement strategic product experience, store's physical environment and atmosphere, and experiential communication.

First, product experience occurs before and after point of purchase and it consists of functional, experiential, and authentic experience (Schmitt 2003). Product experience delivers brand value through consumer's direct and indirect interaction with the brand. Thus, if a company provides successful product experience, it would have a positive influence on product attitudes, purchase intent, and preference (Hoch, 2002). Second, Store's physical environment and atmosphere is a strategic implementation to deliver brand positioning to target customers (Schmitt, 2003; Veryzer & Hutchinson, 1998). Coherent and differentiated store's physical environment and atmosphere can create strong and favorable brand image among target customers (Keller, 2008). Last, experiential communication is a channel to convey brand value to target customers. It not only delivers objective information but also affective pleasure of a product to consumers (Schmitt, 2003). As companies successfully implement and manage those three factors, consumers can complete entire brand experience by having sensory, affective, behavioral, and intellectual experience (Schmitt, 1999).

In addition, Berry, Wall, & Carbone (2006) explained that a service experience clue is anything in the service experience the customer perceives by its presence – what they see, hear, tasted, or smell. And it generally falls into three categories such as functional clue, mechanic clue, and human clue. For starters, functional clues are the easiest one for consumers to figure out and understand and concern the technical quality of the brand – functionality, reliability, and competence of the brand. Next, mechanic clues unconsciously come from physical factors that consumers determine first impression of a brand and even sensory presentation. They include visual presentation such as fixtures, facilities, furniture disposition, lights, and other clues that unconsciously interact with consumers. Lastly, human clues come from the behavior and appearance of service providers including choice of words, tone of voice, level of enthusiasm, body language, neatness, and appropriate dress. In general, functional clues are rational and consciously perceived by customers and the other two are more emotional and unconsciously perceived by customers. Thus, the three types of clues are important in influencing consumers' overall perceptions of the experience (Berry et al., 2006).

Brakus et al. (2009) systematized and classified types of brand experience, showing that brand experience is sensory, affective, intellectual, and behavioral responses evoked by brand-related stimuli. In order to elicit those reactions from consumers, brand identity and brand communication as part of a brand experience providers are needed. Brand identity represents how the brand wants to be perceived and it leads brand (Aaker, 1996). It is a strategic tool for a company to establish concept and target of a brand in an attempt to be perceived as the company wants (Kapferer, 1997). The development and implementation of a brand identity is an integrated management process of all components to establish an appropriate brand positioning within consumers' perceptions. The process mainly comprises the developments of visual and verbal elements (Keller, 2009). Among those visual and verbal elements of brand identity, there are colors, shapes, typefaces, designs, slogans, mascots, brand characters, brand name, and logo (Brakus et al., 2009). Those various elements of brand identity can provide a flexible impression but it can also deliver an ambiguous impressions. Meanwhile, coherent brand identity can give a neat and well-managed impression, and it still can deliver inflexible atmosphere (Ruzzier & de Chenatony, 2013).

Brand communication refers a marketing communication activity including pricing, promotion, PR, advertisement, events, and sponsorship, which businesses performs to build and accumulate its brand asset (Keller, 2009). It also refers to companies' intentional activities to promote connecting and sharing with their customers as part of an effort to build brand awareness and ultimately sell its products (Heinonen & Strandvik, 2005). In particular, brand communication elements in stores are TV ads, packaging, online brochure, and store's image (Zarantonello et al., 2007). Further studies, based on the brand identity and communications, were designed to figure out how differently experience providers affect consumers' brand experience in a variety of settings. In particular, considering the fact that stores deliver enormous information to customers to have brand experience and are the ideal interface between a company and its consumers, businesses are put more importance on their brand stores. Thus, many studies have focused on the effects of the store's physical environment on consumer's brand experience (Ofir & Simonson, 2007).

In addition, Grewal et al. (2009) looked into the environment factors of the brand store in macro view and it turned out that sales promotion, pricing, merchandizing, supply chain, and the location of the store deliver positive experience to consumers, and it can lead to consumer satisfaction, frequent visits to the store, more purchases, and ultimately higher profits of the company. Verhoef et al. (2009) suggests that social environment, service interaction, store's atmosphere, product assortment, pricing, consumers' experience with other distribution channel, product lines in the stores, and previous consumer experience has a impact on consumers' positive experience in brand stores. Davis (2012) conducted in-depth interview and examined stores' environmental aspects that affect shopping experience of the northwestern Chinese consumers. The results show that the atmosphere and interior design of stores, social environment, services, and merchandising influence Chinese consumers' shopping experience. And Bagdare (2013) pointed out four factors - the store's atmosphere, convenience, staff and relationship oriented culture - as the elements of the brand store that affect customers' positive experience, and empirically analyzed the correlation between the four factors and customers' experience. As a result, four factors have all positive influence on customers' experience in the brand stores, and store's atmosphere is most influential among those factors.

Studies were also carried out to find out the effective experience providers on consumers' brand experience in a variety of settings. Roswinanto (2011) conducted an empirical study to look into the advertisements of relevant brands and figure out the effective factors on consumers' brand experience. And it suggests that consumers' attitudes towards a brand, advertising model and consumer relationship, an alignment of the advertising message with its intended consumers, and visual image of advertisements have a positive effect on consumers' brand experience. And the brand experience contributes to a distinctive attitude towards the brand and differentiates the brand from others. Ismail (2011) conducted an empirical study to examine the antecedents and consequences of consumer experience. The results show that services cape, core service, and word of mouth have a positive impact on brand experience and it affects brand loyalty.

All this shows that consumers put an importance on their directly and indirectly evoked experience with a brand by brand image, familiar models in advertisements, store image, friendly staff, and convenient ordering system. Thus, the brand experience providers, provided by companies, including brand communication means, visual-and-verbal identity elements, product design, co-branding, stores' environment, electronic media, and human element, can be

utilized as marketing stimuli to evoke consumers' experience.

## 2.2 Brand Experience

Experience refers to a personal response brought by observing a real or imaginary situation or by actually undergoing the situation. Those responses are created by a combination of every physical and emotional reactions that it could be shown either positively or negatively, and mostly induced not automatically made (O' Sullivan & Spangler, 1998). Schmitt (1999) who systemized importance of experience in marketing levels, said human experience can be departmentalized in various forms, and each form have intrinsic structuralizing process, and he also defined experimental marketing as strategic experiential modules after restructuring it with marketing strategy and purpose.

The form of experience marketing is not entirely innovative marketing strategy. It is following tracks of traditional marketing, and is classified into one big concept of experience marketing and logically categorized (Schmitt, 2009). Experience marketing mainly focused on behavioral response caused by a product's technical attribute, whereas it is not on overall experience aroused by brand itself. Brand experience can be defined as comprehensive impression left on consumers through overall experience with specific brand (Klaus & Maklan, 2007). Such brand experience plays central role in a corporation's will in creating industry top brand (Payne, Storbacka, Frow, & Knox, 2009).

Recently, regarding brand experience, Brakus et al. (2009) and Zarantonello et al. (2007) conceptualized brand experience and classified it according to types. In their studies, brand experience was defined as consumers' intrinsic, subjective and behavioral response toward a specific brand. To acquire these kinds of consumer responses, there needs means to trigger people to have the brand experience, and the means can be roughly divided into brand identity factors and brand communication factors. Brand identity factors include color, shape, font, design, slogan, mascot, character, brand name, and logo. Brand communication factors include TV commercial, package, website, brochure and store atmosphere.

Meanwhile, there are four brand experience types for brand's overall experience to be completed: sensory, affective, behavioral, and intellectual experience (Brakus et al., 2009; Zarantonello et al., 2007). First, brand's sensory experience is response of sensory organs such as sight, hearing, and tactile. Such brand sensory experience may be considered as consumers' response on aesthetic and may produce overall impression like brand personality (Hagtvedt & Patrick, 2008; Orth & Malkewitz, 2008). Second, brand's affective experience is consumers' emotional response triggered by the brand. It means developing brand asset by deriving special feeling from consumers of the brand is the goal of affective experience. Therefore, brand's affective experience might be continued to consumer-brand emotional ties (Thomson, MacInnis, & Park, 2005). Third, brand's behavioral experience is behavioral and physical responses which consumers experience through brand that it is motivated by their desire to present their lifestyle and express themselves. This is beyond the experience of sensory and affective that it is often detected in interaction among customers. Lastly, brand's intellectual experience is consumers' cognitive response towards brand. Brand's intellectual experience is composed of divergent thinking which induces flexible and associative inference, and convergent thought leading analytic inference (Schmitt, 2003). When these four brand experiences are in harmony, overall brand experience could be consummated and it could be foundation of forming consumer-brand relationship (Brakus et al., 2009; Schmitt, 2003).

Based on brand experience defined and classified by Brakus et al. (2009), many studies confirmed the relationship between brand experience and consumer's emotional response, faith, and behavior toward brand (Brakus et al., 2009; Lee & Kang, 2012; Iglesias, Singh & Batista-Foguet, 2011; Morgan-Thomas & Veloutsou, 2011). Brakus et al. (2009) stated that brand experience not only directly influence brand identity, satisfaction and loyalty but indirectly influence brand loyalty through brand characteristics and brand satisfaction. By confirming direct and indirect relationship between brand experience and brand loyalty, Iglesias et al. (2011) stated brand experience influence brand loyalty as consumer is affectionately immersed to brand. Morgan-Thomas & Veloutsou (2011) claimed consumers' online brand experience build online brand asset as consumers are satisfied and have behavior intention. Lee & Kang (2012), regarding brand attachment as trust and commitment towards brand, observed relationship between emotional and behavioral brand experience and found that emotional brand experience positively influenced both brand trust and commitment but behavioral brand experience only influenced the latter one. Ishida & Taylor (2012) observed the consistency among retailers as well as the relationship between

consumers' satisfaction and loyalty towards a retailer brand and confirmed that consistency of brand experience



among retailers played a significant role in brand satisfaction and loyalty. Zarantonello & Schmitt (2013) looked at how event marketing contributes to brand asset and stated that brand experience influence how consumers evaluate brand asset before and after holding event marketing.

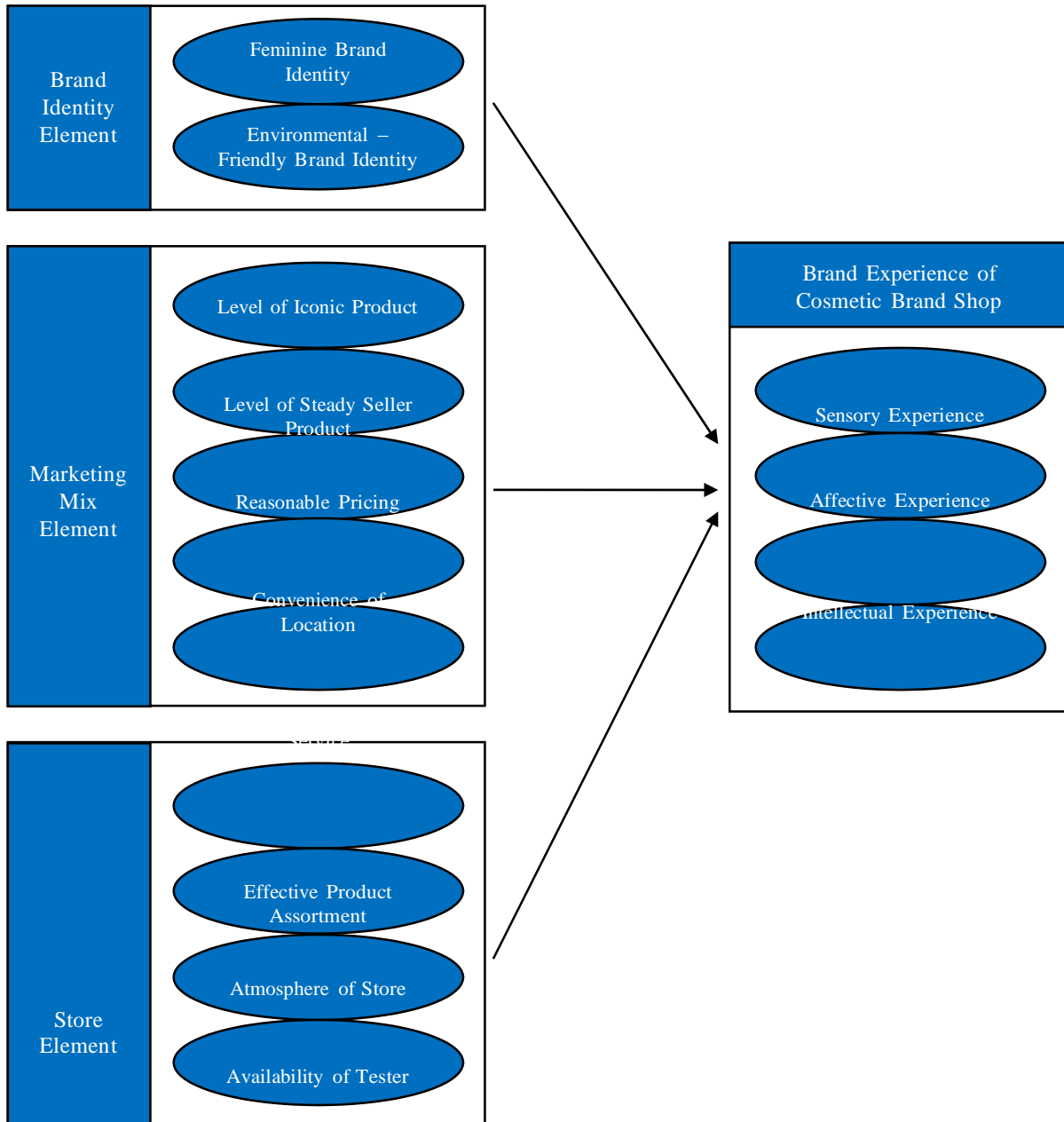
### **III. RESEARCH FRAMEWORK AND HYPOTHESIS**

#### **3.1 Research Framework**

Companies' brand experience providers - brand communication means, visual-and-verbal identity element, product design, co-branding, store's physical environment, electronic media, and human elements, etc. - can be utilized as strategic marketing stimuli to evoke consumers' experience with a brand (Brakus et al., 2009; Schmitt, 1999). Thus, consumers' brand experience can be triggered by a various set of corporate marketing actions.

Therefore, this present research distinguishes brand experience providers of cosmetic companies that include three elements: Brand identity elements of cosmetic brand shops (feminine and environmental-friendly brand identity); Marketing mix elements (level of iconic product, level of steady-seller product, reasonable pricing, convenience of location, quality of additional service); Cosmetic brand store elements (effective product assortment, atmosphere of a store, availability of testers, proficiency of consultants). This paper aims to explore these elements and the effect of brand experience provider on all brand experience dimensions; sensory, affective, intellectual, and behavioral experience (Figure 1).

**Figure 1. Research Framework**



### 3.2 Hypotheses

#### 3.2.1 The Relationship Between Feminine and Environmental-Friendly Brand Identity of the Cosmetic Brand Shops and Brand Experience

The function and role of company's brand identity is to raise brand awareness, strengthen differentiation, and give brand-related sensations that last long in the memory (Kapferer, 1997). This perception of the company's brand identity can affect brand experience (Verhoef et al., 2009). Brand identity is the vision, mission, value, and visual and verbal association with a brand which shows what the brand represents and involves brand's promise to clients

(Aaker, 1996). Among those visual and verbal elements of brand identity, there are logo, symbol, slogan, packaging, and colors. They must support brand identity in a coherent and distinct way (Aaker, 1996). That indicates that visual and verbal identity elements of a brand evoke brand experience, the key factor to nurture consumer attitude and stimulate consumer associations (Schmitt, 1999).

Regarding Schmitt (1999), visual and verbal identities affect consumers' brand experience. They are symbol, logo, and slogan among many others. Fitzsimons, Chartrand, & Fitzsimons (2008) indicated that if consumers had positive brand recognition before the purchase at the brand's retail store, they tend to have a favorable evaluation of a brand while experiencing the brand directly and indirectly. It suggests that consumer recognition of brand identity has a positive relationship with brand experience (Ofir & Simonson, 2007). Brakus et al. (2009) stated the key factors that affect sensory, affective, intellectual, and behavioral brand experience can be categorized into brand identity elements and brand communication elements. Brand identity elements are colors, shapes, typefaces, designs, slogans, mascots, brand characters, brand name, and logo and brand communication elements are TV advertisements, packaging, website brochure, and store's atmosphere (Brakus et al., 2009). Along with the findings proposed by previous studies mentioned above, cosmetic brand shops communicate their specific brand identity with consumers through store's internal and external factors. Because they are cosmetic companies, cosmetic brand shops highlight their feminine and environmental-friendly identity. Thus, we set up a hypothesis as follows:

**Hypothesis 1:** Feminine brand identity of cosmetic brand shops has a positive influence on brand experience.

**Hypothesis 2:** Environmental-friendly brand identity of cosmetic brand shops affects brand experience positively.

### *3.2.2 The Relationship Between the Level of Iconic and Steady-Seller Product of Cosmetic Brand Shops and Brand Experience*

If product value successfully lived up to consumer's expectations, consumers can have a favorable evaluation and even feel positive emotion while purchasing. That is, products that consumers positively recognize can affect consumer's emotional and perceptual experience. Product shapes and quality can lead consumers to positive brand experience as brand experience providers that include product design, packaging, product assortment, point-of-purchase advertisements, and brand characters (Schmitt, 1999). Thus, product with distinctive and high quality can deliver a pleasant shopping experience (Jones, 1999).

Knutson & Beck (2003) stated that considering the fact that services are immediately delivered to consumers, consumers immediately have a positive experience with a quality service. Grewal et al. (2009) pointed out product, pricing, promotions, supply chain management, and store location as key factors that provide impeccable experience and suggested that the positive experience from these factors induce clients' satisfaction and revisit and add more value for the company. In particular, high quality products are a main factor that affects consumers' positive experience with a retailer of the products.

Moreover, Davis (2012) suggested that spacious store environment, multifunctional and comfortable fixture of a store, friendly staff, high quality products, and pricing can lead the consumer in the pleasant shopping experience. And Davis (2012) highlighted that high quality products at retail shops are the most important factor to induce positive consumer experience. Particularly for cosmetics, they are directly applied to consumer's body so that cosmetic companies focus more on product quality management. As part of an effort, cosmetic companies have distinctive iconic products and steady-seller products; Iconic products provide value to consumers more than expected and generate explosive demand and, in turn, companies can make a big profit; Steady-seller products have a high market share, are very popular, generate explosive profits, and attract the attention of the public through distinctive idea and quality. Thus, we set up a hypothesis as follows:

**Hypothesis 3:** The level of iconic product in cosmetic brand store has a positive influence on brand experience.

**Hypothesis 4:** The level of steady-seller product in cosmetic brand store affects brand experience positively.

### *3.2.3 The Relationship Between Reasonable Pricing of Cosmetic Brand Shops and Brand Experience*

Price is very important clue that consumers evaluate brand's product and services. Consumers use price as a means of creating experience with a relevant brand (Ismail, 2011). No matter how best quality the product is, the product can never deliver good experience to the customer, if consumers perceive the price of a product is not reasonable (Cox, Cox, & Anderson, 2005). In other words, reasonable price of a product can affect consumer's positive brand experience (Terblanche & Boshoff, 2004). Grewal et al. (2009) showed that the important elements that retailers can provide the best experience to consumers are promotions, pricing, product assortment, supply chain management, and store location. This positive experience with the retailer relates to consumers' satisfaction, revisit, and added value to the company. Verhoef et al. (2009) suggested that the store elements that affect positive consumer experience are social environment, service interaction, store's atmosphere, product assortment, pricing, and consumer's experience with other retailers, product lines in stores, and previous consumer experience. Thus, we set up a hypothesis as follows:

**Hypothesis 5:** Reasonable price in cosmetic brand shop have a positive influence on brand experience.

### *3.2.4 The Relationship Between Convenient Location of Cosmetic Brand Shop and Brand Experience*

Stores located in convenient area where consumers can easily find and conveniently visit can provide positive shopping experience to consumers. In other words, if a store were located in an area that has a large floating population, and if consumers found a store easy to visit and convenient to use, the stores can affect sensory and affective experience during the purchasing (Babin & Darden, 1995). Among marketing mix elements, retail strategies such as accessibility, convenience, and enlargement of a store contribute to create consumers' positive store experience.

Hart, Farrell, Stachow, Reed and Cagogan (2007) looked into the factors that can affect clients' shopping experience and found that the accessibility of a store including its location with a large floating population and convenient parking facility has a significant influence on consumers' shopping experience. Grewal et al. (2009) stated that among the elements that can contribute to the greatest consumer experience with a company, a prime location of a store affects not only consumer's positive brand experience, but also their satisfaction, revisit, and increase companies' profits. Thus, we set up a hypothesis as follows:

**Hypothesis 6:** A convenient location of a store affects brand experience.

### *3.2.5 The Relationship Between the Quality of Cosmetic Brand Shop's Additional Service and Brand Experience*

For service are the intangible element, the demand and supply of service simultaneously occurring so that it can give a direct experience to consumers (Ismail, 2011). Additional services like opening and closing hours of shops, fresh water and coffee, parking facility, and customer complain handling procedure can affect clients' favorable experience with stores (Backstrom & Johansson, 2006). In addition, stores' service system, policies, and complain handling procedure, and other additional services in stores can induce positive consumer experience of the relevant store (Davis, 2012).

Page & Connell (2006) showed that peripheral service of hotel brands is a key element that creates travelers' extraordinary experience. Ismail (2011) conducted an empirical survey of British resort hotel brands on precedence and consequence factors contributing to brand experience. The results suggest that services cape, peripheral service, and word-of-mouth positively influence brand experience, contributing to brand loyalty. Davis (2012) conducted in-depth interview to examine stores' environmental factors that affect northwest Chinese consumers' shopping experience. It confirmed that store's atmosphere, store design, social environment, store's peripheral service, and product assortment influence Chinese consumers' shopping experience. Particularly for cosmetic brand shops offer peripheral services such as store's service system, policy, and complain handling. That's not all. They also provide scalp, nail, eye brow, and hand therapies, and other additional services. Thus, we set up a hypothesis as follows:

**Hypothesis 7:** The quality of additional service of cosmetic brand shops affects brand experience.

### *3.2.6 The Relationship Between Product Assortment of Cosmetic Brand Shop and Brand Experience*

Store's physical environment includes tangible elements that can be meticulously planned by a company. They are lights, colors, symbols, merchandise assortment and disposition, store fixture, and cleanliness (Baker, 1987). Consumers can have a objective experience of store's physical environment that can be categorized into ambient condition, spatial layout and functionality, signs, symbols, and artifacts (Bitner, 19982). Indeed, store's physical environment plays a key role in consumers' experience with a brand shop through interactions (Verhoef et al., 2009).

In terms of stores' product assortment and disposition, if it is coherent that consumers can perceive, it can give product information directly and inspire positive consumer experience of a store by enhancing the store's credibility (Bagdare, 2013). And if store's product assortment and disposition were coherent and provided more freedom for consumer's movement, consumers can have a favorable brand experience (Jones, 1999). Backstrom & Johansson (2006) also pointed out store's atmosphere, layout, service, and product assortment as the important factors that can affect consumers' experience of a company. And they underscore coherent merchandise assortment and disposition is very important because it provides freedom for consumer's movement. Verhoef et al. (2009) defined consumers' brand experience as cognitive, affective, emotional, social, and behavioral responses that consumers gain during searching, purchasing, consuming products of a brand and even getting the after-sales service. And they also put an importance on coherent product assortment and disposition in stores among other factors. Cosmetic brand shops take the in-store movement of customers into consideration and help them approach and use testers by displaying products according to categories and brand lines (TENX, 2012). Thus, we set up a hypothesis as follows:

**Hypothesis 8:** Efficient store assortment of cosmetic brand shops positively affects brand experience.

### *3.2.7 The Relationship Between the Atmosphere of Cosmetic Brand Shop and Brand Experience*

Consumers' shopping experience is strictly connected to the atmosphere of a store (Kerin, Jin, & Howard, 1992). The atmosphere of a store means colors, lights, sound, fixtures and other store's physical environment that is designed to stimulate consumers' sensory and affective responses. Store's color, music, temperatures, volumes, scents, and decorations create the atmosphere of a store and can positively affect consumer's affective experience. In other words, favorable store's atmosphere and provide the pleasant, leading to amusing shopping experience (Sullivan & Adcock, 2002).

Soars (2009) stated that silent, comfortable, and active atmosphere of retail stores affects consumers' positive experience of a store and purchasing decision. To this end, stores' lights, music, scents, and other elements of stores' atmosphere should be under control. Bagdare (2013) suggested that the four elements that affect clients' positive experience of a store are stores' atmosphere, convenience, staff, and relationship-centered culture, and conducted an empirical study on the relationship between the four elements and consumer experience. The results show that all of the four elements affect consumer experience of a store positively and the atmosphere of a store is the most influential element. Thus, we set up a hypothesis as follows:

**Hypothesis 9:** The atmosphere of cosmetic brand shops has a positive influence on brand experience.

### *3.2.8 The Relationship Between the Availability of Cosmetic Testers in Cosmetic Brand Shop and Brand Experience*

By seeing and touching, consumers acquire verbal and non-verbal information that can play an important role in their positive brand experience and purchasing behavior (Schmitt, 1999). It indicates that consumers' full experience of a brand, created by directly trying out products of the brand, is a key factor that can affect the evaluation of a product and a purchasing decision. Thus, self-service technology that consumers can try out products inside a retail store and use self-testing equipment to check themselves can positively result in reduction of perceived waiting time, consumer satisfaction with a retail store, and store loyalty (Holloway & Beatty, 2008).

Schmitt (2003) categorized the elements of brand experience into store's exterior and atmosphere, communication,

and product experience inside a store. The exterior and atmosphere of a store are related to visual identity of a brand



including logo, sign, store design, fun and informative service, and personnel who needs to lead the consumers. Schmitt explained that product experience inside a store is a process while consumers perceive products' functional and aesthetic characteristics and consume the product. And the product experience plays a critical role in building up brand experience. Verhoef et al. (2009) suggested that self-service technology in stores affects consumer's positive experience of a retail store. Cosmetic brand shops always provide opportunities for customers to have a direct experience with their brands by always displaying testers from skin care products to cleansers, and self-examining skin care equipment. Thus, we set up a hypothesis as follows:

**Hypothesis 10:** The availability of cosmetic testers of cosmetic brand shops affects brand experience positively.

### *3.2.9 The Relationship Between the Proficiency of a Consultant in Stores and Brand Experience*

Human resources have the highest impact as the brand experience providers. They encompass salespeople, Sales Liaison Staff, after sales manager, and other employees related to a brand. Among them, staff in store is the key to create consumers' brand experience (De Chematony & McDonald, 1998). Consumers can have entertaining store experiences especially when they realize the staff has the ability to provide extraordinary service experience (Jones, 1999). That indicates that reliable and professional store staff is the determinant of creating consumers' amusing shopping experience (Kelley & Hoffman, 1997).

Schmitt (1999) highlighted store staff's role that can create consumer experience because consumer's simple transaction in store can be transformed into an overall satisfied experience by store staff. According to Hart et al. (2007), the proficiency and friendly attitude of shop workers is the most influential factor to create positive consumer experience. Jain & Bagdare (2009) found that store employers contribute to consumer's satisfaction and positive experience, and other store's accomplishments. Bagdare (2013) carried out an empirical analysis of the consumer experience and the four influential factors - store's atmosphere, convenience, staff, and relationship-oriented culture, and found out that the four factors all, particularly for store's staff, have a positive impact on consumer experience. In cosmetic brand shop, store staffs are called consultants and they are mostly young and well-trained about the brand products. The role of consultants in cosmetic brand shops is to provide various information and help clients have a deeper brand knowledge and experience by offering tailored skin consultation according to skin types, explaining the pros and cons of a product, and sharing their own experience of using the product, and recommending other products that can maximize the effects of products. Thus, we set up a hypothesis as follows:

**Hypothesis 11:** The proficiency of consultants in cosmetic brand shops positively affects brand experience.

## **IV. RESEARCH METHOD**

### **4.1 Data Collection and Research Methods**

Focusing on Korean cosmetics brand shop, this study is conducted to find the relationship between consumer experiences in general affect the formation of brand love. Before conducting a survey, the researcher conducted a pre-survey, personally meeting 30 Korean consumers with experience of using Korean cosmetics brand shop brands including 'Etude House,' 'Aritaum,' 'MiSSHA,' 'Innisfree,' 'Tony Moly,' 'Beauty Credit,' 'The Face Shop,' 'Nature Republic,' and 'Skin Food,' to confirm the clarity of survey questions set based on previous citations. As the pre-survey confirmed the validity of structured question, the actual survey was conducted afterwards.

The research was conducted for 10 days from February 3 2014 to February 12 2014. Five surveyors including the researcher visited cosmetic brand shops and explained the purpose of research before conducting the survey. The target consumer was 343 university students and office workers having experience of using cosmetics brand and the research team could collect 308 responses. After excluding 13 responses that are poorly made including having question omission or unable to identify, a total of 295 responses (utilization rate: 96%) were analyzed. The responses were empirically analyzed via statistics program SPSS ver. 15.0 and AMOS ver. 7.0. Meanwhile, the variables used in this research were measured in multiple scales in the form of point 7 Likert. The following is the

details of the variables.

## **4.2 Variable Measurements**

### *4.2.1 Brand Experience of Cosmetics Brand Shop*

The research defined brand experience of cosmetics brand shop as subjective and behavioral response made in the process of purchasing and consuming the cosmetics shop brand. Brakus et al. (2009) categorized brand experience of cosmetics brand shop as sensory, affective, intellectual and behavioral brand experience. Therefore, in this study, brand experience is defined as consumers' subjective and behavioral response caused in the process of purchasing and consuming in cosmetic brand shop. To measure it, this study divided brand experience into four subordinate concepts used in Brakus et al. (2009)'s study and set four items to measure sensory experience, four items for sensory experience, four items for affective experience, four items for intellectual experience, and three items for behavioral experience.

### *4.2.2 Feministic Brand Identity of Cosmetics Brand Shop*

Brand identity is a tendency, goal, and meaning of brand and is a series of association related to a visually and linguistically expressed brand (Aaker, 1996). Therefore, this study defined feminine brand identity of cosmetics brand shop as the level of understanding consumers have towards feministic image in visual and linguistic elements which express brand identity of cosmetics brand shop, including color, shape, brand calligraphy, brand name, logo, slogan, interior and display. To measure the level of feminine brand identity, this study modified and used eight items based on studies conducted by Brakus et al. (2009) and Schmitt (1999).

### *4.2.3 Environmental-Friendly Brand Identity of Cosmetics Brand Shop*

Brand identity is a tendency, goal, and meaning of brand and is a series of association related to a visually and linguistically expressed brand (Aaker, 1996). Therefore, this study defined environmental-friendly brand identity of cosmetics brand shop as the level of understanding consumers have towards eco-friendly image in visual and linguistic elements which express brand identity of cosmetics brand shop, including color, shape, brand calligraphy, brand name, logo, slogan, interior and display. To measure the level of environmental-friendly brand identity, this study modified and used eight items based on studies conducted by Brakus et al. (2009) and Schmitt (1999).

### *4.2.4 Level of Iconic Product of Cosmetics Brand Shop*

Iconic product is considered to bear high profit by generating a blaze of demand by providing value to consumers beyond their expectation (TNEX, 2012). Therefore, this study defined level of iconic product of cosmetics brand shop as the capability of brand shops providing consumers with products that generated a blaze of demand by providing value beyond consumers' expectation such as excellence in function, design, and wrapping, high performance per price, and trend-setter feature. To measure the level of iconic product, this study modified and used five items based on studies conducted by Bagdare (2013) and Grewal et al. (2009).

### *4.2.5 Level of Steady-Seller Product of Cosmetics Brand Shop*

Steady-seller product is defined as an item highly recognized by consumers for its excellent idea and quality, enjoying large market share, continued popularity among consumers and explosive sales growth (TNEX, 2012). Therefore, this study defined level of steady-seller product of cosmetics brand shop as the capability of brand shops providing consumers products with high quality compared to price, enjoying large market share and generating continuous popularity among consumers by constantly improving design, function, quality, and size. To measure the level of steady seller product, this study modified and used five items based on studies conducted by Bagdare (2013) and Grewal et al. (2009).

### *4.2.6 Reasonable Price of Cosmetic Brand Shop*

Reasonable price is the level of rationality consumers have towards price of an excellent item (Cox et al., 2005).

Therefore, this study defined reasonable price of cosmetics brand shop as the recognition of consumers that the price

is rational, ideal, and economic so that it is not burdensome to purchase. To measure the reasonable price, this study modified and used four items based on studies conducted by Grewal et al. (2009) and Verhoef et al. (2009).

#### *4.2.7 Location Convenience of Cosmetics Brand Shop*

Location convenience is the convenience consumers feel when finding and visiting a store (Babin and Darden, 1995). Therefore, this study defined location convenience of cosmetics brand shop as the level of convenience consumers feel when finding and visiting store as it is located in main commercial district in a large scale. To measure the convenience, this study modified and used four items based on studies conducted by Grewal et al. (2009) and Hart et al. (2007).

#### *4.2.8 Additional Service Quality of Cosmetics Brand Shop*

In-store additional service includes services in regards to store service system, policy, complaint process, and strengthened benefits to consumers (Davis, 2012). Therefore, this study defined additional service quality of cosmetics brand shop as the level of evaluating services including skin, nail, eye brow and hand therapy care and other services as excellent by consumers who purchased items in cosmetics brand shop stores. To measure the additional service quality level, this study modified and used four items based on studies conducted by Davis (2012) and Ismail (2011).

#### *4.2.9 Effective Product Assortment of Cosmetics Brand Shop*

Product assortment is defined as the composition of store that includes products articulately lined up to help consumer intuit in-store products and provide product information directly to consumers (Bagdare, 2013). Therefore, this study defined effective product assortment of cosmetics brand shop as the level of efficiency in space arrangement consumers feel when finding and testing item. To measure the effective product assortment, this study modified and used three items based on studies conducted by Grewal et al. (2009) and Verhoef et al. (2009).

#### *4.2.10 Store Atmosphere of Cosmetics Brand Shop*

Store atmosphere is a physical environment of brand store designed to stimulate perceptual and emotional response by color, light, sound, and furniture (Kotler, 1973). Therefore, this study defined store atmosphere of cosmetics brand shop as a store condition with moderate temperature, bright light, fresh air, pleasant music, and uncrowded space. To measure the atmosphere of store, this study modified and used five items based on studies conducted by Donovan and Rossiter (1982) and Bagdare (2013).

#### *4.2.11 Availability of Tester of Cosmetics Brand Shop*

Product tester is an action consumers test in-store product or use devices to self-diagnose one's condition (Holloway and Beatty, 2008). Therefore, this study defined availability of tester of cosmetics brand shop as a condition brand shop prepared appropriate information about product test and a device for self-diagnose as well as a condition consumers feel comfortable with testing items and conducting makeup trial run. To measure the availability of tester, this study modified and used four items based on studies conducted by Schmitt (2003) and Verhoef et al. (2009).

#### *4.2.12 Proficiency of Consultants of Cosmetics Brand Shop*

In-store consultants are human resources enable to provide credible service and information on in-store products with professionalism to consumers (De Chernatony and McDonald, 1998). Therefore, this study defined proficiency of consultants of cosmetics brand shop as the capability of consultants providing information including elements and effectiveness of product, makeup trend and skin care advices to consumers with professionalism. To measure the proficiency of consultant, this study modified and used five items based on studies conducted by Ismail (2011) and Verhoef et al. (2009).

## V. RESULTS

### 5.1 Characteristics of Sample

Comprehensive characteristics of the sample, including general characteristics, are shown in the following Table 1.

**Table 1.** Characteristics of Sample

	<b>Content</b>	<b>Num.</b>	<b>%</b>
Gender	Male	97	32.8
	Female	198	67.2
Age	20~29	101	34.0
	20~29	101	34.0
	30~39	87	29.5
	40~49	80	27.1
	50 and more	27	9.4
	Specialized Work	43	14.5
Job	Business	24	8.1
	Office Work	117	39.7
	Student	50	16.9
	Housewife	29	9.8
	Others	32	11.0
Education Background	High School	23	7.8
	Junior College	32	10.8
	University	69	23.5
	Graduate School	121	41.0
	Others	50	16.9
Average Monthly Income	Less 100mil won	46	15.6
	100~200 mil won	50	16.9
	200~300 mil won	72	24.4
	300~400 mil won	67	22.7
	More 500 mil won	60	20.4
Average Monthly Utilization Cost	Less 5 mil won	72	24.4
	5~10 mil won	85	28.8
	11~20 mil won	62	21.0
	21~30 mil won	41	13.8
	More 30 mil won	35	12.0
Cosmetic Brand Shop	Etude House	26	8.8
	Aritaum	63	21.3
	Missha	42	14.2
	Innisfree	60	20.3
	Tony Moly	15	5.1
	Beauty Credit	8	2.7
	The Face Shop	31	10.5
	Nature Republic	13	4.4
	Skin Food	21	7.1
	Others	16	5.6
Sum		<b>295</b>	<b>100</b>

### 5.2 Reliability and Validity Analysis

#### 5.2.1 Exploratory Factor Analysis

As indicated in Table 2, we conducted the exploratory factor analysis and calculated Cronbach's alpha coefficient, to confirm unidimensionality of operationalized measures, which consist of different concepts. The items designed

in the main survey were grouped individually, as we planned, thus, total of five dimensional factors were deducted after applying eigenvalue greater than one. Of the measurement items of four brand experience dimensions, still, three cross-loading items were found and eventually were deleted. In addition, Cronbach's alpha coefficient was calculated to verify internal consistency and the result shows most of demonstrated coefficients were greater than 0.6.

Table 2. Exploratory Factor Analysis

Measurement		Measurement Item	Factor Loading	Eigenvalue (%)	Cronbach's $\alpha$
Brand Experience of Cosmetic Brand Shop	Sensory Experience	Cosmetic brand shop left a strong impression on my sense.	.797	1.745 (3.082)	.808
		Cosmetic brand shop makes my sense interesting.	.750		
		Cosmetic brand shop excites my sense.	.746		
	Affective Experience	I felt special emotion about Cosmetic brand shop.	.798	1.892 (3.319)	.817
		I felt happiness about Cosmetic brand shop	.762		
		I felt satisfaction about Cosmetic brand shop	.749		
	Intellectual Experience	Cosmetic brand shop makes me think a lot of thought.	.783	1.741 (2.892)	.825
		Cosmetic brand shop excites my curiosity.	.768		
		I am aware of new fact about Cosmetic brand shop	.742		
		I have special thinking about Cosmetic brand shop	.731		
Behavioral Experience	Cosmetic brand shop induces my physical action.	.785	1.519 (2.679)	.809	
	I actively participate in the event of Cosmetic brand shop	.764			
Feminine Brand Identity of Cosmetic Brand Shop		The color of Cosmetic brand shop reminds me of Feminine image.	.809	3.617 (6.248)	.824
		The form of Cosmetic brand shop reminds me of Feminine image.	.786		
		The font of Cosmetic brand shop reminds me of Feminine image.	.763		
		The brand name of Cosmetic brand shop reminds me of Feminine image.	.738		
		I think the logo of Cosmetic brand shop represents well Feminine image.	.716		
		I think the slogan of Cosmetic brand shop shows well Feminine image.	.701		
		I think the interior of Cosmetic brand shop expresses well Feminine image.	.693		
		I think the display of Cosmetic brand shop expresses well Feminine image.	.672		
Environmental-Friendly Brand Identity of Cosmetic Brand Shop		The color of Cosmetic brand shop reminds me of environmental-friendly image.	.824	3.041 (5.532)	.803
		The form of Cosmetic brand shop reminds me of environmental-friendly image.	.812		
		The font of Cosmetic brand shop reminds me of environmental-friendly image.	.791		
		The brand name of Cosmetic brand shop reminds me of environmental-friendly image.	.765		
		I think the logo of Cosmetic brand shop represents well environmental-friendly image.	.763		
		I think the slogan of Cosmetic brand shop shows well environmental-friendly image.	.757		
		I think the interior of Cosmetic brand shop expresses well environmental-friendly image.	.744		
		I think the display of Cosmetic brand shop expresses well environmental-friendly image.	.728		

(Table 2 continued on next page)

(Table 2 continued)

Measurement	Measurement Item	Factor Loading	Eigenvalue (%)	Cronbach's $\alpha$
Level of Iconic Product	Cosmetic brand shop supplies hit products of superior functionality.	.824	3.745 (6.305)	.829
	Cosmetic brand shop supplies hit products of superior functionality compared to the price.	.803		
	Cosmetic brand shop supplies hit products ahead of the curve.	.782		
	Cosmetic brand shop supplies hit products of superior design.	.761		
	Cosmetic brand shop supplies hit products of superior packing.	.736		
Level of Steady-Seller Product	Cosmetic brand shop supplies steady products superior functionality compared to the price.	.814	3.092 (5.731)	.805
	Cosmetic brand shop supplies steady products of various capacities.	.805		
	Cosmetic brand shop supplies steady products of continually improved design.	.763		
	Cosmetic brand shop supplies steady products of continually enhanced function.	.728		
	Cosmetic brand shop supplies steady products of continually improved quality.	.709		
Reasonability of Price	The price of Cosmetic brand shop is reasonable.	.806	3.114 (5.574)	.792
	Cosmetic brand shop supplies ideal price for purchasing products.	.762		
	The price of Cosmetic brand shop is economical.	.738		
	The price of Cosmetic brand shop is no burden on me.	.726		
Convenience of Store Location	Cosmetic brand shop is situated in major business district.	.809	3.615 (6.258)	.818
	Cosmetic brand shop is situated in the district with a large floating population.	.793		
	Cosmetic brand shop is situated in convenience district for use.	.752		
	Cosmetic brand shop is situated in convenience district to find.	.731		
Quality of Additional Service	Cosmetic brand shop has a high level of skin test service.	.809	3.512 (6.848)	.814
	Cosmetic brand shop has a high level of nail care service.	.768		
	Cosmetic brand shop has a high level of eyebrow care service.	.738		
	Cosmetic brand shop has a high level of hand-therapy care service.	.734		
Efficiency of Product Assortment	Cosmetic brand shop has an efficient product assortment.	.847	3.745 (6.594)	.837
	The product display of Cosmetic brand shop is easy to look for products.	.813		
	Customers can easily use the products in Cosmetic brand shop.	.802		
Atmosphere of Store	The temperature of Cosmetic brand shop is proper.	.814	3.613 (6.243)	.827
	The light of Cosmetic brand shop is bright.	.805		
	The air of Cosmetic brand shop is fresh.	.793		
	The sound of music in Cosmetic brand shop is proper.	.768		
	Cosmetic brand shop is not crowded.	.729		

(Table 2 continued on next page)



(Table 2 continued)

(Table 2 continued)

Measurement	Measurement Item	Factor Loading	Eigenvalue (%)	Cronbach's $\alpha$
Availability of Tester	Customers can directly test Cosmetic brand shop.	.836	3.241 (6.074)	.819
	Customers can directly test make-up such as mascara, shadow, brush, lip, and eyeliner in Cosmetic brand shop.	.812		
	Cosmetic brand shop supplies information that customers can test the products.	.796		
	Cosmetic brand shop has a product assortment with convenient use of self-test machine.	.764		
Proficiency of Consultant	The consultant of Cosmetic brand shop explains carefully the characteristic of goods.	.819	3.165 (6.058)	.808
	The consultant of Cosmetic brand shop explains carefully the efficiency of goods.	.803		
	The consultant of Cosmetic brand shop explains carefully the information of make-up trend.	.802		
	The consultant of Cosmetic brand shop explains carefully the way of skin care.	.794		
	The consultant of Cosmetic brand shop has a lot of knowledge on products.	.775		

### 5.2.2 Confirmatory Factor Analysis

In order to find contradictions between hypotheses, based on the previous studies and data (Anderson & Gerbing, 1998), we statistically re-examined discriminant validity and convergent validity and conducted confirmatory factor analysis after reviewing exploratory factor analysis and reliability verification of the sample data. Not a single item was deleted, as all the factor scores of significant level of measured variables' were under 0.001. Below Table 3 is the result of confirmatory factor analysis.

Table 3. Confirmatory Factor Analysis

Panel A.									
Construct		Factor	Standardized estimate	t value	Cronbach's $\alpha$	r	r <sup>2</sup>	AVE	C.R
Brand Experience of Cosmetic Brand Shop	Sensory Experience	SEN 1	.798	9.471	.808	.537	.288	.586	.849
		SEN 3	.750	9.445					
		SEN 4	.746	9.361					
	Affective Experience	AFF 1	.797	9.521	.818	.549	.301	.592	.854
		AFF 2	.761	9.438					
		AFF 4	.750	9.151					
	Intellectual Experience	INT 1	.783	9.372	.826	.406	.165	.573	.839
		INT 2	.769	9.241					
		INT 3	.741	9.139					
		INT 4	.733	9.008					
	Behavioral Experience	ACT 1	.787	9.285	.809	.515	.265	.603	.862
		ACT 2	.766	9.147					
Feminine Brand Identity of Cosmetic Brand Shop		CBF 1	.810	10.385	.823	.554	.307	.549	.758
		CBF 2	.798	10.291					
		CBF 3	.768	10.127					
		CBF 4	.739	10.004					
		CBF 5	.719	9.993					
		CBF 6	.704	9.839					
		CBF 7	.698	9.742					
		CBF 8	.675	9.572					

(Table 3 continued on next page)

(Table 3, Panel A continued)

Construct	Factor	Standardized estimate	t value	Cronbach's $\alpha$	r	r <sup>2</sup>	AVE	C.R
Environmental-Friendly Brand Identity of Cosmetic Brand Shop	CBE 1	.824	9.252	.803	.602	.362	.599	.792
	CBE 2	.814	9.160					
	CBE 3	.793	8.885					
	CBE 4	.765	8.726					
	CBE 5	.761	8.518					
	CBE 6	.757	8.437					
	CBE 7	.743	8.251					
	CBE 8	.729	8.039					
Level of Iconic Product	CHP 1	.829	10.134	.828	.529	.280	.613	.869
	CHP 2	.802	10.004					
	CHP 3	.783	9.863					
	CHP 4	.762	9.567					
	CHP 5	.736	9.237					
Level of Steady-Seller Product	CSP 1	.815	10.119	.805	.627	.393	.515	.748
	CSP 2	.801	10.106					
	CSP 3	.763	9.931					
	CSP 4	.729	9.825					
	CSP 5	.711	9.695					
Reasonability of Price	CRP 1	.806	10.015	.794	.525	.276	.577	.742
	CRP 2	.763	9.827					
	CRP 3	.738	9.726					
	CRP 4	.728	9.642					
Convenience of Store Location	CEL 1	.809	10.219	.817	.549	.301	.597	.757
	CEL 2	.793	10.162					
	CEL 3	.753	9.963					
	CEL 4	.734	9.831					
Quality of Additional Service	CBS 1	.809	10.385	.814	.554	.307	.589	.751
	CBS 2	.784	10.291					
	CBS 3	.738	10.127					
	CBS 4	.735	10.004					
Efficiency of Product Assortment	CPA 1	.847	10.134	.836	.629	.397	.676	.918
	CPA 2	.816	10.004					
	CPA 3	.804	9.863					
Atmosphere of Store	CSA 1	.817	10.119	.827	.527	.278	.615	.771
	CSA 2	.808	10.106					
	CSA 3	.795	9.931					
	CSA 4	.768	9.825					
	CSA 5	.731	9.695					
Availability of Tester	CST 1	.836	10.015	.819	.525	.276	.644	.792
	CST 2	.812	9.827					
	CST 3	.796	9.726					
	CST 4	.764	9.642					
Proficiency of Consultant	CSC 1	.819	10.219	.807	.549	.301	.638	.788
	CSC 2	.803	10.162					
	CSC 3	.802	9.963					
	CSC 4	.794	9.831					
	CSC 5	.775	9.526					

Panel B.					
$\chi^2(df)$	GFI	AGFI	RMR	CFI	RMSEA
p>0.05	≥0.90	≥0.80	≤0.08	≥0.90	≤0.08
531.771 (d.f=226, p=.000)	.915	.857	.063	.909	.054

As indicated in Table 3, it is necessary to study  $\chi^2$ , GFI, AGFI, RMR, CFI, and RMSEA in order to check adequacy of deducting each scale's optimal composition of each item. The result shows that the value of  $\chi^2$  does not meet the standard, but the majority of models fit index demonstrating satisfactory model fit: 0.915, 0.857, 0.063, 0.909, and 0.054, respectively. Cronbach's alpha coefficient was used and every utilized factor for measurement was over 0.7, standard of internal consistency according to Nunnally & Bernstein (1994), to verify internal consistency of each construct. Moreover, we tested C.R (convergent reliability) and AVE (average variance extracted). As a result, we found that the constructs exceeded the standard value (CR>0.7, AVE>0.5), and confirmed that every measured item had convergent validity (Hair, Anderson, Babin, & Black, 2005). Discriminant validity usually refers to the condition when the value of average variance extracted for each factor is greater than the square value of two factors' coefficient. As you can refer to Table 3, when every factor's average variance extracted values exceeded square value of correlation coefficient, it is confirmed to have discriminant validity.

### 5.3 Hypothesis Test

Before conducting hypothesis test about structural equation modeling, we evaluated the research model's suitability. The result of the research model's adequacy is as follows in Table 4.

**Table 4. Model Fit**

$\chi^2(df)$	GFI	AGFI	RMR	CFI	RMSEA
p>0.05	$\geq 0.90$	$\geq 0.80$	$\leq 0.08$	$\geq 0.90$	$\leq 0.08$
529.697 (d.f=224, p=.000)	.917	.859	.064	.908	.056

The result of the model fit is indicated in the following:  $\chi^2=529.697(d.f=224, p=0.000)$ , GFI=0.917, AGFI=0.859, CFI=0.908, RMR=0.064, RMSEA=0.056.  $\chi^2$  is a bit slow the standard but it is so far possible to analyze the research model (Hair et al., 2005). Structural equation model was founded on the path coefficient from feminine brand identity, environmental-friendly identity, the level of iconic product, the level of steady-seller product, reasonable price, the convenience of store location, the quality of additional service, the efficiency of product assortment, the atmosphere of store, the availability of tester, and the proficiency of consultant to brand experience. The following Table 5 is the synthesis of hypothesis test results.

Table 5. Hypothesis Test Results

	Hypothesis	Path Coefficient	Standardized Path Coefficient	t value	p value	Result
H1	Feminine Brand Identity-Brand Experience	.230***	.355	3.376	.000	Accept
H2	Environmental-Friendly Identity-Brand Experience	.075	.107	1.276	.328	Reject
H3	Level of Iconic Product-Brand Experience	.253***	.264	3.490	.000	Accept
H4	Level of Steady-Seller Product-Brand Experience	.189**	.190	2.484	.005	Accept
H5	Reasonability of Price-Brand Experience	.027	.046	0.746	.684	Reject
H6	Convenience of Store Location-Brand Experience	.280***	.292	3.921	.000	Accept
H7	Quality of Additional Service-Brand Experience	.259***	.303	3.690	.000	Accept
H8	Efficiency of Product Assortment- Brand Experience	.172**	.228	2.376	.008	Accept
H9	Atmosphere of Store-Brand Experience	.187**	.192	2.476	.005	Accept
H10	Availability of Testers-Brand Experience	.124**	.153	2.257	.014	Accept
H11	Proficiency of Consultants-Brand Experience	.141**	.168	2.317	.012	Accept

Note \*\*\*: p<0.01, \*\*: p<0.05

## VI. CONCLUSION AND DISCUSSTION

This section aims to explain the relationship between brand experience providers and brand experience by discussing each brand experience provider in order of influence on brand experience. First, the convenient location of cosmetic brand shops has the most powerful impact on brand experience (path coefficient=0.280, t=3.921, p=0.000). It indicates that in order to provide full brand experience, the convenient location of a store is imperative because consumers don't have much spare time these days in the fast lifestyle. Consumers decide where to shop considering distance, transportation, etc. Thus, Cosmetic companies should open stores in a major business district where has convenient public transportation and gives an easy access a large floating population.

Second, additional services of cosmetic brand shops affects brand experience positively (path coefficient=0.259, t=3.690, p=0.000). That means distinctive additional services of cosmetic brand shops stimulate five senses and consumers have amusement, positive perception, and show favorable responses. With the advance of science technology, the quality and design of products are not a distinctive competitive advantage of companies any more. Therefore, distinctive and unexpected services that are directly provided to consumers play a more important role in companies' successful performance. It suggests that cosmetic businesses should reflect consumer needs, enhance additional services such as skin, nail, and hair care, and differentiate their services from other competitors.

Third, the level of iconic product (path coefficient=0.253, t=3.490, p=0.000) and steady-seller product (path coefficient=0.189, t=2.484, p=0.005) has a positive influence on brand experience. It shows that outstanding design and quality of product can appeal to consumers' multiple senses, create amusement, and promote positive perception and favorable behavior. As the technology develops, the quality and design do not have a significant impact on the uniqueness of companies. However, the results of this research suggest that companies should enhance the quality and design of products by reflecting the latest trends, adding social, psychological, cultural, artistic elements, in an order to differentiate themselves from competitors. For example, functional, protective, practical, aesthetic, and environmental elements can be applied to product design and quality and can be segmented according to markets, in an attempt to develop product designs.

Fourth, the feminine brand identity of cosmetic brand shops positively affects brand experience (path coefficient=0.230,  $t=3.376$ ,  $p=0.000$ ). However, environmental friendly brand identity of cosmetic brand shops does not have a impact of brand experience (path coefficient=0.075,  $t=1.276$ ,  $p=0.328$ ). That means that consumers experience the feminine identity of a brand through store's logo, color, interior, display, brand name, sign, exterior, and other visual and verbal brand identity elements, but not the environmental-friendly identity. For major consumers of cosmetic brands are women, consumers can perceive the brand of a cosmetic brand shop as feminine. But the fact that the environmental-friendly identity of a brand could not be delivered to consumers because of its characteristics - beauty products are directly applied to consumer's skin - is very problematic. The results imply that consumers have a high interest in beauty products because the products are directly applied to their skin. No matter how cosmetic companies utilize their marketing activities, display environmental-friendly visual and verbal elements of brand identity in store in order to promote the fact that their products contain environmental-friendly ingredients, consumers are well-informed by media so that they already know the products have low environmental-friendly ingredients and do not perceive the environmental-friendly image of cosmetic brand shops. And consumers have a strong idea that beauty products contain many chemicals rather than environmental-friendly ingredients and this idea can prevent consumers from perceiving cosmetic brand shops as environmental-friendly. Thus, cosmetic firms should roll out new product lines with rich environmental-friendly ingredients and change cosmetic containers and packaging into recyclable ones. Moreover, promoting environmental campaign helps consumers to change the idea from considering cosmetic products chemical products to organic products. Store's visual and verbal brand identity elements including product display and environmental-friendly color should couple with using more organic ingredients, environmental campaign, certification mark from the environmental rating agency, as part of an effort to help customers have an environmental-friendly brand experience.

Fifth, the atmosphere of cosmetic brand shops has a positive impact on brand experience (path coefficient=0.018,  $t=2.476$ ,  $p=0.005$ ). It suggests that temperatures, lights, air, music, uncrowded store environment, and other elements evoke consumer's positive experience. That means the effective use of store's atmosphere elements can evoke favorable consumer experience, leading to consumer's positive perception and purchasing behavior (Baker, Parasuraman, Grewal, & Voss, 2002). Thus, cosmetic brand shop companies are recommended to strategically promote the atmosphere elements and keep stores pleasant. Cosmetic companies also need to take the store's atmosphere into account for stimulating consumer's curiosity about cosmetic brand shops and constantly look into how consumers perceive the store's atmosphere.

Sixth, the efficiency of product assortment has a positive influence on brand experience (path coefficient=0.172,  $t=2.376$ ,  $p=0.008$ ). It indicates that the efficient product assortment and open space help consumers easily find products and rapid product transition helps them quickly recognize the latest product trend. In addition, the efficient product assortment leads consumers to have a strong brand image, a change of feeling, intellectual curiosity, and positive behavior. Companies therefore put more importance on product assortment and optimally modify the assortment to satisfy consumers. For example, they can display discount products at the entrance and attract consumers. The assortment of the newest items at the entrance can lead people to buy both discount products and the latest items.

Seventh, the proficiency of cosmetic brand stores' consultants has a positive impact on experience (path coefficient=0.141,  $t=2.317$ ,  $p=0.012$ ). It indicates that the brand and the consumer in the cosmetic brand shop, and that the customized and friendly service of the consultant, the employee who directly serves consumers, has a significant influence on consumer's overall brand experience of the cosmetic brand shop. Thus, cosmetic companies should provide intensive training to help store consultants not only nurture their friendly attitude towards consumers, but also be acquainted with products to provide tailored services. In particular, the consultants need to be well-trained in communication because they should provide services in an effortless and comfortable way.

Eighth, the availability of cosmetic testers in cosmetic brand shops positively affect consumers experience of the cosmetic brand shops (path coefficient=0.124,  $t=2.257$ ,  $p=0.014$ ). It shows that having opportunities to try out products in stores and self-examining skin care equipment plays a key role in creating overall dimensions of consumers' brand experience of cosmetic brand shops. Because consumers try out products and self-examining equipment in cosmetic brand shops, companies should deliver various opportunities for consumers to have full

experience in a friendly atmosphere. Thus, cosmetic firms should dispose manual of self-testing equipment and

product brochure beside testers for consumers to try out on their own conveniently. Also, they need to train their employees to assist consumers to use those equipment and testers without inconvenience.

However, the reasonability of pricing of cosmetic brand shops does not affect brand experience (path coefficient=0.027,  $t=0.746$ ,  $p=0.684$ ). The results imply that consumer's overall brand experience of cosmetic brand shops connote emotional and symbolic dimensions such as sensory, affective, intellectual, and behavioral brand experience so that prices, which are cognitive and functional element, does not affect overall brand experience of cosmetic brand shops. Second, cosmetics are not a choice, but a must. Even though the products are expensive, consumers tend to buy if they are good for their body rather than be concerned about the prices of products. Third, thanks to the globalization, consumers these days are already well aware of prices of cosmetic products in cosmetic brand shops through media so that prices are nothing new to consumers and couldn't be able to evoke consumers' favorable brand experience. Fourth, cosmetic companies sell their products at similar prices so that the prices of products are not influential. Last, consumers lately perceive cosmetic products are unreasonable because many media reports point out the excessive packaging and the gap between the quantity of the product and its price, leading to unfavorable experience of cosmetic brand shops. Therefore, companies are recommended to improve their product ingredients and quantity rather than external factors like excessive packaging and luxurious design of its container in order to help consumers perceive that the prices are reasonable, and change their mind. To this extend, they can pour more effort with the help of not only pricing strategy but also promotions, offers, discount events coupled with sales promotion strategies.

Despite our effort, there are limitations in results and suggestions that are needed further research. First, this study found difficulties in constructing brand experience scale to measure the concepts of unique marketing factors of cosmetic brand shops. However, based on previous studies and thorough review, the scale could have good reliability and validity. We encourage further research to explore and measure the factors that the current scale does not measure through in-depth study on existing research. And in terms of valid scale, further study should investigate how to raise reliability by adding more measurements. Moreover, given that this paper looked into the relationship between the marketing factors of cosmetic brand shops and overall brand experience, further research should examine how these factors are related to the current implementation of companies' marketing strategies. Finally, considering the fact that this research examined cosmetic brand shop brands and the relationship between marketing factors of cosmetic brand shops and overall brand experience, if further research involves broader range of brands and their products and services, it can have more interesting results.

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